

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXI. NEW YORK, OCTOBER 30, 1907.

No. 5.

Do You Want The One Best Retailer In Every Town In The United States?

It isn't hard to get that one by our methods, because our plan appeals to the dealer's self-interest.

There are 6,000 towns in this country and Canada having one thousand inhabitants or over.

If the one best retailer in each is selling your goods, will 1908 be a dull year with you?

The Bates Advertising Co.

CONVERSE D. MARSH,
Chairman Executive Committee.

15 Spruce St., N. Y. City.

Selling the trade generally is another story. It requires all the other column in our advertisement of November 13. We do this general selling by a plan as comprehensive as it is convincing.

CONFIDENCE

"We have always placed considerable reliance in Rowell's Directory—more, in fact, than in all other directories combined. * * We assume, also, that knowing the influence this rating has with many advertisers and advertising agents, any newspaper which does not attempt to get a good rating in Rowell's is open to suspicion."

RUSSEL M. SEEDS' ADVG. AGENCY.

INDIANAPOLIS, Oct. 22, 1907.

The 1907 edition of Rowell's American Newspaper Directory may now be obtained from the publishers, \$10, expressage prepaid.

The Printers' Ink Publishing Co.
10 Spruce Street, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 30, 1893.

VOL. LXI.

NEW YORK, OCTOBER 30, 1907.

No. 5

THE REAL-ESTATE CRAZE.

HOW SHREWD AGENTS ARE TAKING ADVANTAGE OF THEIR OPPORTUNITIES TO MAKE FORTUNES THROUGH THE USE OF PRINTER'S INK.

The Bowery Savings Bank of New York City has larger deposits than any other similar bank in the United States. The people who keep their money in its vaults are mostly residents of that section of the city lying south of Fourteenth street, between Centre street and the East River, the most densely populated part of Manhattan. They are the wage-earners of the sweatshops, the factories and the stores; the small shopkeepers, push-cart men, dealers in old clothes, hucksters, longshoremen and cigar makers. They are of all nationalities—Jews, Turks, Syrians, Arabs, Italians, Russians, Swedes, Germans, Swiss, Chinese, Japanese, Hindus, Hungarians, French and Irish. They are a thrifty lot of people else so many of them would not deny themselves what most of us would regard as the necessities of life in order to put money in the bank.

A little more than a year ago the officers of the bank noticed that many of their depositors were drawing out their money. In order to learn the cause an investigation was made, which resulted in the discovery that the savings were being invested in real estate, located in the suburbs and adjoining territory—a fact that was reassuring, because it showed that the people were seeking to acquire homes away from the overcrowded tenement districts.

The experience of the Bowery

Bank has been the experience of nearly every other savings bank in the city, but especially the Seaman's, Dry Dock, Emigrant and the German-American—all located in the same section.

Never has there been such a craze, if such it may be called, for suburban lots. It has not been confined to the east-siders, for, as a matter of fact, it has extended to people in every part of Manhattan. Not only have the sweatshop operatives bought lots but also young men in brokers' offices, clerks in department stores, stenographers, merchants, bankers and manufacturers.

It is significant that the population of Manhattan in 1906 was for the first time smaller than the year previous. Statistics show that the annual increase is about five per cent or 250,000 souls. This means that every three years New York absorbs enough people to create a city the size of Boston. This surplus population must settle somewhere—but where? Not in Manhattan where new parks, and the increasing demands of business, are constantly reducing the area heretofore devoted to residential purposes. The newcomers, and many of those who have dwelt on the island for years, must find new homes in the Boroughs of Brooklyn, Queens, Richmond and the Bronx, and nearby suburban towns.

To provide shelter for 250,000 people every year is a pretty large undertaking, even for a city the size of New York. No wonder the real estate business calls into action a whole regiment of contractors, builders, operators and agents, whose services are

well rewarded. The selling of suburban lots is exceedingly profitable both for the operator and for the salesman. First-class men of the latter class make as high as \$10,000 to \$15,000 a year, and second-class men from \$3,000 to \$5,000.

Probably the largest and most successful suburban real estate operators in New York are Wood, Harmon & Co., who have been in business about twenty years. They have sold millions of dollars' worth of lots in different parts of the country. One of their greatest successes was the Kingsboro property in South Brooklyn, which was extensively advertised as "The Harlem of Brooklyn." Two of the tracts which the firm is now exploiting are South New York (Staten Island) and Harmon on the Hudson River.

To attract attention to and arouse interest in the Kingsboro property the company offered a prize of \$1,000 in cash to the person who would suggest the most appropriate name of the tract which was first advertised anonymously. This scheme was eminently successful as thousands of people entered the competition, and many afterwards purchased lots.

In order to get people talking about the South New York property the company recently agreed to give the person who will write the best article describing the advantages of the land a \$4,500 house. In order to secure the material for the article every competitor must visit the Staten Island tract and make his own observations. Quite a number have already been so impressed with the location that they have invested in the property.

It is reported in real estate circles that enough lots were sold the first day the Harmon lots were offered to pay the original cost of the tract and all the incidental expenses involved in placing it on the market. All of the lots sold since then have been "velvet."

Because of the prominence and success of the firm the office of

Wood, Harmon & Co. has for many years been the Mecca of many young men who want to learn the real estate business. After having secured the experience to be gained during a few years connection with this firm, many of those who develop an aptitude for the business resign and establish themselves as independent agents. In a majority of cases they achieve success. All follow about the same plan. A tract of land is purchased and subdivided into lots, streets are run through the property—sometimes they are paved and curbed—sewers are built and water, gas and electricity are introduced. Then an exclusive advertising campaign is inaugurated. This includes the use of liberal space in the daily newspapers, booklets describing the lots, circulars, postal cards and letters.

Six years ago one of Wood, Harmon & Co.'s most successful salesmen resigned and invested his money in several enterprises that afterward proved to be failures. Finally, when he was about at the end of his resources he decided that his only chance of success was in the business to which he had devoted much of his time for several years—suburban real estate. But to operate in real estate in New York City requires capital, and all the capital he had was \$500, which would not go very far in buying acreage property.

Fortunately the young man was able to secure financial backing to the extent of \$5,000 from a friend who had faith in his ability to make good. He purchased a tract of land out on Long Island, subdivided it into lots, and advertised the latter for sale on the installment plan, at prices which were relatively cheap, but, as it afterward proved, were sufficiently high to yield a good profit on the investment.

Things didn't go right at first. The early sales were disappointing, creditors wanted their bills paid, and for awhile it looked as though the venture was to turn out a failure. In this exigency the young man doubled the size

(Continued on page 6)



Cæsar said he would rather be first in a village than second in the metropolis. He knew that between the best and the second best there is always a great gulf.

In both village and metropolis THE LADIES' HOME JOURNAL is first. It is first in circulation; first in the height of its ideals; first in its importance to the women of America; and first in the power of its advertising columns.

Contrary to general opinion, it is not expensive as an advertising medium. Six dollars a line may *seem* expensive, but in relation to circulation and results, it is economical.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

of his ads and put more ginger into them, and in a few weeks the tide of his fortune turned and his lots sold like hot cakes. He bought out his partner's interest for \$10,000, and had the satisfaction of doing a business of \$100,000 the first year.

Twelve months ago the young man purchased a tract of acreage property at Hempstead, Long Island. It was advantageously located, easily accessible, and in every way desirable. A page ad describing its advantages was inserted in the *Evening Journal* on two Saturdays, a week apart, in January, usually a very dull month in suburban real estate, at a cost of \$1,960. The sales resulting from these ads amounted to \$70,000, which is said to be the record in installment lot sales for the amount expended.

To-day the young man is worth in the neighborhood of \$400,000, every cent of which has been made in suburban real estate in four years. The lucky young man is Ernest F. Bosca, of the Bosca Real Estate Co.

"I owe my good fortune more to advertising than anything else," said Mr. Bosca to the writer. "In my experience I have found that the cheapest, most effective and best way of selling real estate is through the daily newspapers of large circulation. Of course the ads must be well written—mine are prepared by an expert—they must appeal to people's pocketbooks, and carry conviction. Those describing the Hempstead property were so well done that when I read them in print I came very near going out and buying some of my own lots!"

One successful operator told me that it is the follow-up work that lands the business. "The newspaper ads arouse interest," he said, "and induce people to write us for a circular or booklet, and sometimes for a ticket to visit the property on special days. Their names and addresses are kept on file, and at stated intervals we mail additional reading matter, whether we hear from them or not. Later we send an

agent to call on them and extend a special invitation to visit the tract. We make the terms of purchase so easy that almost anyone can become a lot owner. Ten dollars down and five dollars a month thereafter on lots selling at \$250 to \$350, and \$25 down, and \$10 a month on lots selling for \$400—\$500 are about the usual figures quoted. Real estate is about the only thing I know of that don't depreciate with age. If a man fails to complete his purchase and the lots come back into our hands they are worth more than they were in the beginning.

"Misrepresentation is carefully avoided in all the advertisements put out by the better class of operatives because it has been found that it doesn't pay. In my own office we instantly discharge any salesman whom we find coloring the facts in the slightest degree. We are not in business for to-day, but for next week and next year. Every pleased customer advertises us and every dissatisfied customer knocks us. Therefore, we do everything we can to help out the purchaser who falls behind in his payments. You would be surprised to know how few lapses there are in these real estate sales. In two years we have had only two."

In selling real estate in and near New York City it has been proved that magazines are not as profitable to use as the daily newspapers. The owners of the Massapequa property gave both mediums a thorough test and finally settled on newspapers as the most productive and satisfactory medium.

While nearly all the newspaper advertising has been confined to local dailies in a few instances newspapers in neighboring cities have been used to advantage. A while ago the Central Parkway Realty Co., owning a tract at Crestwood, near Yonkers, did some extensive advertising in Philadelphia papers. A party of fifty persons was organized as the result of the publicity, and brought to New York on special cars. At the station, automobiles

provided by the company received the visitors and took them out to the property. Here polite young men showed them about and gave them all the information they desired.

At the close of the inspection the Philadelphians were given a dinner by the management. The sales resulting from this bit of enterprise not only paid all the expenses entailed in bringing the visitors to New York but yielded a handsome profit on the investment.

There are plenty of fakirs in the real estate business, as there are in other occupations, offering large returns for the money and time invested. These buy cheap land, sometimes it has a clouded title, located several miles from a railroad station or a trolley line, and by means of glowing descriptive ads induce people to buy the lots. The ads are inserted in the country newspapers and in popular magazines for the purpose of finding purchasers by mail. People living several hundred miles from New York won't go to the expense of visiting the city to buy a \$250 lot. The finely engraved maps and the beautifully illustrated booklets they receive are all the evidence they require that the property really exists and cheerfully send on the money.

A man living at El Paso, Texas, swallowed the bait of one of these fakirs and purchased, for \$300 each, two lots which were described in an alluring advertisement as "located in Greater

New York, within thirty-five minutes of City Hall." Business brought him to the city a few months later and he took the opportunity to go out and inspect his property. After a diligent search he found that his lots were located ten feet under water in Jamaica Bay.

FRANK L. BLANCHARD.

THERE is a good deal of difference between publicity and advertising—you can shoot a man and get publicity.

Undisputed

The Undisputed Claim that it has the
**LARGEST TWO-CENT
CIRCULATION**

of any newspaper, morning or
evening, not only

IN CHICAGO

but in the whole country, is supported
by the detailed statement of circulation
appearing in every issue of

The Record-Herald

The circulation is steadily increasing, and the readers of THE RECORD-HERALD are intelligent people who have the means to satisfy any reasonable desire created by advertising.

CIRCULATION for SEPTEMBER

Daily exceeding 153,000

Gain over last
year exceeding **14,000**

Sunday exceeding 218,000

Gain over last
year exceeding **19,000**

RECORD-HERALD BUILDING, CHICAGO
New York Office, 437 Fifth Ave.

The Des Moines Capital

has a circulation in the State of Iowa of over 41,000 copies. 13,000 of these papers are distributed within the limits of the city of Des Moines; over 22,000 copies are distributed within the counties immediately contiguous to the county of publication. Any advertiser that is after business in Central Iowa can get it by using the CAPITAL, and at the lowest expense. To use the CAPITAL assures a big market. A failure to use the CAPITAL may mean a failure in Des Moines, because thousands read the CAPITAL only.

Eastern Representatives { O'MARA & ORMSBEE, Brunswick Bldg., New York
ELMER WILSON, 87 Washington St., Chicago.

LAFAYETTE YOUNG, Publisher.

"PERSONAL" RATE CARDS.

As is well known, it is the custom in many advertising agencies to send out to the leading newspapers and magazines a printed card asking for rates, not with the view of immediately placing any business, but in order to keep their rate files up to date, the tendency of the "price of space" being to soar upwards constantly. Alas, how seldom do rates drop!

But there are some "green" publishers, and "green" representatives of such publishers, who do not know this practice to be common, and think that the receipt of such a card means quick business. Not daring to print their rate-cards—the figures being too flexible for cold type—they reply to the request for rates in person and are surprised—and mortified—when they don't receive a hilarious welcome.

So "Personal Rate Card" is the new name for the publisher who is afraid to publish his figures, and who follows up any application for rates by a personal visit to the advertising agency with the object of finding out all he can about the forthcoming business. Or, if unable to call himself, he has a professional perambulating prevaricator do the calling, find out the object of the inquiry and "talk" rates that he thinks will suit the exigencies of the moment.

A jewelry organ in the West has such a representative in New York—a man who is firmly impressed with the belief that the sun, moon and stars are graciously permitted to revolve around himself and his paper. Moreover, he believes that printed rate cards are *infra dig.*, and that the only reasonable, dignified and business-like way to have rates is to carry them around under the hat and deliver them as occasion requires, whenever and wherever he can get access to the advertiser or his agent.

For this magnificent individual also nurses the delusion that advertisers and their agents have really got time to waste upon

him,—will, indeed, be glad to drop their business at any time he calls and rush to meet him with outstretched hands and words of welcome. He believes—or affects to believe—that the heads of large agencies and all advertisers are interested in every publication, but when he is rather rudely awakened by a cold "turndown" he wails at the lack of manners in the present generation of advertising men, and threatens to desert the business for another calling.

Well, some of these over-important individuals would really confer a lasting benefit upon the advertising world by quietly getting out of it. They possess exaggerated views of their own importance in the community and cannot be made to see their insignificance. They make far more enemies than friends for the papers they represent. But they are wrong from more than one standpoint.

In the first place all publications that dare not or will not set their advertising rates in cold type may be classed among the "doubtful" or "unknown" quantities. They are good things to let alone. Their shrinking modesty is rather suspicious. "Personal" rates—as told by word of mouth only—are at once suggestive of elasticity. There is neither a top nor a bottom figure to them. The exigencies of the moment dictate the prices and no advertiser can know what his neighbor is paying for the same space.

In the second place, publications that have any regard for their reputation and standing in the community will not only have a rate card ready for all applications—by mail or in person—but they will hire only such representatives as know how to bear themselves with humble dignity rather than pompous vanity. "Flip" solicitors seldom get much business. They are the abhorrence of advertisers and advertising agencies. The less important a medium is the greater should be the humility of its rep-

representative, instead of adopting a blatant and blustering demeanor which only brings his paper and himself into ridicule.

There can be nothing gained by such fellows affecting to despise the givers-out of business. Yet they frequently resort to insolence when denied an interview, which there is no time to give. They state they were asked for rates and have brought them "in person." As stated above, a request for a rate card does not imply that there is business to be given out at once. Nor does such a request constitute an invitation to call personally. The caller cannot feel hurt if refused an interview that was not asked or contemplated. It would be simply idiotic for any newspaper representative to expect such a thing. A rate card was asked for—not a solicitor.

Experienced solicitors for the best known and most powerful publications in the country know very well that—unless by appointment that is mutually convenient—personal interviews with advertisers, or the heads of advertising agencies cannot be easily secured during business hours. And they have common sense enough to know that, in every properly regulated agency, a certain business routine must be observed in order to insure the smooth running of office affairs. They would never attempt to see the head of the house on a pica-yune proposition.

But the "greenhorns" in the business do not know this and cannot be made to know it. The trouble is they lay far too much stress upon their own little individuality, magnifying their personal importance to an extent that is laughable to others. Surely they need to take a few lessons in business manners and office etiquette. Or it might be better if they would vacate the places they are vainly endeavoring to fill, in favor of those who are willing to learn how to represent a medium with credit to themselves and to the publications they are supposed to serve,



For only \$1.00 you can insert a 20-word advertisement that will be presented to seven hundred and fifty thousand readers in the 5 cents a word classified service of The National Farmer.

This pioneer agricultural monthly has 157,629 substantial circulation of 22 years' growth scattered from Maine to California.

For copy of paper and further information address Advertising Dept.,

The National Farmer, Augusta, Maine.

FRANK H. THOMAS,
Chicago Office,
1635 Marquette Bldg.

FRED H. OWEN,
New York Office,
1105 Flatiron Bldg.

AMERICAN ADVERTISING IN BRITAIN.

While advertising is carried in America to a point of efficiency, and although no other country can show anything like the American standard, American manufacturers must not imagine that their advertising can be profitably exported to Britain or any other foreign market. The same contemptuous disregard of racial differences that has so cramped and hindered that manufacturer in his commercial relations with foreign countries marks his procedure in advertising.

It is an easy matter to trace the influence of American advertising in the marked improvement observable in present British advertising on the conditions of a few years ago, but the ideal British advertisement will never be exactly the same as the ideal American advertisement.

Subtle changes in American expressions are essential in order to meet differences in British thought. To illustrate: British though is slower and more ponderous in its movement than is American: the operation of reasoning is more profound, and action results from a fuller analysis of argument than is necessary in America. This necessitates a more careful statement by the advertiser, a more thorough, but, to the American mind, a less luminous style of expression,—
Derrick's British Reports,

MUCH ADVERTISING OUT OF LITTLE MONEY.

Most advertisers are reluctant to tell the exact amount of their appropriation for advertising for competitive reasons; but there are a few very shrewd and able advertisers who do not tell for another reason.

Advertising is a more or less immeasurable thing, even to the professional eye, and by the public mind its quantity is gauged far more by general impression than by exact amount.

Now, as heavy and continuous advertising is apt to be associated by the public with success and a certain amount of worthiness of patronage, it is a very clever game on the part of an advertiser to so manipulate his advertising as to give a constant impression of the spending of twice or three times the amount actually spent.

There are advertisers to-day who are credited, even by the jealously watchful advertising world, with spending \$250,000 a year, when as an actual matter of fact, they spend less than \$100,000 on an average. There are others, also, whose actual expenditure does not reach \$10,000 a year, who are nevertheless generally quoted as spending \$50,000. Still further down the scale are some smaller concerns which keep up quite a respectable bombardment on the sum of from four to six thousand a year.

This refers merely to the impressions current among advertising men, which these clever and able firms have been able to maintain. The general public, which it is most desired to impress, is still more erroneously illusioned. Among the concerns which the public usually thinks of as great advertisers in the two or three hundred thousand dollar class, there are several who do not spend more than an average of \$75,000. Yet their ads are seemingly everywhere, and many concerns which are newer and which spend several hundred

thousand are not as conspicuous in comparison, apparently.

The few concerns which have accomplished this highly profitable advertising illusion regard it as their highest piece of business strategy, and it would be an embarrassing breach of advertising etiquette—if such a thing is observed!—to disclose names and facts. It is, of course, the aim of every advertising manager to get the largest amount of advertising for the least money; but the accomplishment of which I speak is peculiar in that it is strategical, and purchases space with the idea of "staging" it to produce a certain theatrical effect.

The advertiser who can do this most profitably and safely is the one who has some years of advertising prestige behind him, and a strong selling organization. It is a gambler's game for any new concern, or an imperfectly organized one which does not have the trade well covered, or for an advertising man who does not know his field like an old fox. Sometimes the advertising world has marveled—as well as the public—at the rapidity with which a new concern climbed up to the rank of a large advertiser; probably not knowing that much of it was due to an ingenious advertising manager who knew how to buy space both for economy and "staging," as well as how to fill it with copy "full of hooks," which will bring returns.

Among the general principles upon which this piece of strategy is accomplished are, large space, back covers, special positions, long contracts, occasional insertions, alternating schedules, last-minute bargains, and liberal patronage of second rate publications.

When these methods are coupled with strong supplementary campaigns, with follow-up literature, co-operation with sales-force, outdoor display, and thorough work, in helping to push goods from the dealers' shelves; and unflagging energy in all the smaller directions which make

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for an advertising reputation, and which only the wise, experienced men in the advertising field thoroughly understand—the result is a continuous increase in advertising impression, and a diminishing of the ratio of expense.

Strange as it may seem, there is more publicity and results to the dollar of expense in many of the newer publications, and a lesser rate per thousand of circulation, than in some of the higher class publications. Sometimes one of these more or less humble publications will be an absolute find in returns; and the appearance of a large advertiser in the smaller publications tends rather to heighten the advertising impression with the public, because it suggests ubiquity and wide range and great expenditure.

It is evident from the success and increased business which has come to the shrewd advertisers who spend so much less than they are reputed, and spend it so cleverly that they actually get thousands of dollars of publicity more than they pay for, that advertising is to a certain degree being developed as a science and an art, and is shaking off the costly and blind horse-play and pyrotechnics which has marked many campaigns in the past.

J. GEORGE FREDERICK.

A FREE PRESS.

Mr. Lawshe, in a letter to me, says that: "No legitimate publisher need fear anything from the Postoffice Department." But he did not define "legitimate" subscriber, and that's the rub. The Constitution makes no distinction between a publisher who is legitimate and the one who is not; that one may hold the Freedom of his Press without abridgment, while the other may be wiped off the earth. Our forefathers never intended to make such distinction or they would have done so. They knew what they were about. I know the answer to this, that those laws are to be obeyed, even if unconstitutional, until the courts declare them to be so, and the courts have not done so. But I declare that the Department could have rightfully interpreted those laws, if it had been right minded, so that there would have been no serious abridgment of the Press, except that any abridgment at all is a serious one.—*Wilmer Atkinson.*

No medium in America reaches a more responsive class of women buyers or brings better returns than

Dressmaking-at-Home

We have proven this to others—let us prove it to you.

**Dressmaking - at - Home
Publishing Co.**

**Masonic Temple, CHICAGO
Tel. Randolph 814**

**Suite 918, 150 Nassau Street
NEW YORK**

GETTING DISTRIBUTION.

Demand starts from one consumer convinced.

Distribution starts from one dealer convinced.

It costs less proportionately to start this demand and this distribution all over the country, than to do it town by town or zone after zone.

It is not necessary in order to get your goods started in a town that you must reach every person in that town. Some customers in a locality will, by the natural laws of business growth, spread into many.

It is not necessary in order to get your goods on sale in a town that you get every dealer in that town at the start. One dealer landed, in any town, will aid in getting others.—*De-lineator Bulletin to Buyers.*

A PROPER AFFINITY.

NEW YORK, Oct. 21, 1907.

Editor of PRINTERS' INK:

For many weeks I have been struggling to keep down a desire to read PRINTERS' INK, but it is as severe a strain as trying to live without an "affinity" both of which are necessary for right living.

Inclosed you will find the necessary amount to cover my subscription to your publication until January 1, 1909.

Yours to count on,

WM. H. KRITZER,

Adv. Mgr. Traylor Engineering Co.

DOES ADVERTISING IN- FORM?

An article under this head in **PRINTERS' INK** for October 16 has brought forth radically different opinions from two successful advertising managers, as published below. Maybe there are others who will wish to take sides, either with Mr. Lippmann or the champion of the opposition, who prefers to remain incognito:

EASTON, Pa., October 16, 1907.

Editor of **PRINTERS' INK**:

I have just received and read your issue of the 16th inst. and wish to congratulate you particularly on the article "Does Advertising Inform?" It represents to a dot my views on the matter. Very truly yours,

C. R. LIPPMANN,

Advertising Manager Genuine Bangor
Slate Co.

ARE ADVERTISERS ALL WRONG?

NEW YORK CITY, Oct. 17, 1907.

Editor of **PRINTERS' INK**:

A contributor to **PRINTERS' INK** touches on a point that it happens, as an active advertising man of some years' standing, I have carefully studied. His opinion is that current advertising is altogether too barren of real information. It doesn't go deep enough into its subject—it is too much on the surface. It spreads before the reader a dreary waste of words, when it might be telling him something worth while.

All of which is important if true.

It would be a fair bet that the gentleman who writes under the nom de plume of "Criticus" is a newspaper man, because he starts out on his criticism with a newspaper man's premise:

"The purpose of advertising is to give information."

If in this sentence you substitute for "advertising," "newspaper articles" you have a true statement. But as it stands it won't wash.

The purpose of advertising is to sell goods.

If the giving of technical information in advertisements directly leads to making money for the advertiser, well and good. But in the great majority of cases, it doesn't.

Let's get down to specific instances. Criticus asks: "What do you suppose real information about the bicycle would do for it in the way of rehabilitation? Suppose Colonel Pope, instead of advertising trademarks and special claims, were to devote magazine and newspaper space to downright general information about the bicycle itself, would it create a new vogue for the wheel?"

I answer, no. You couldn't get a business man of any advertising ex-

perience to put a dollar in the scheme. He wouldn't get his money back.

"Criticus" quotes a letter from a physician to the *New York Sun* in which the benefits of bicycling are set forth. He thinks that letter might be a text for a series of good advertisements. The doctor's letter was very interesting—but it properly finds its place in the reading columns of a newspaper, not in the advertising columns. The trouble with it is that it hasn't any selling power. I didn't buy a bicycle after I read it, neither did "Criticus" nor any other reader of this piece of "information."

Yet we all buy a great deal from the "trademark and special claims" style of advertising. We may not always realize it, but we do.

Last week I bought a Waterman Fountain Pen to give my nephew on the occasion of his birthday. I don't know the first thing about fountain pens. I never expect to use one and haven't absorbed any information on the subject. Yet when I came to buy one, I asked the dealer for a Waterman. I felt, somehow, it was standard. "Trademark and special claims advertising" had done its work.

The other day I went out to buy a rug. I wanted a handsome example of Kirmanshah and I knew I should have to pay a pretty good price for it. Here, surely, was a field to test the "information" idea. Yet I found myself answering a special sale ad of Lord & Taylor. I knew in a general way that was a reliable house and had a good reputation for its rug department. I knew furthermore, that a week or a month of reading about rugs would not enable me to qualify as a rug expert. I had to trust somebody. My money went to a house I had confidence in. Back of that confidence was a lot of "special claims" advertising.

Now here is a basic principle of general merchandising in a nutshell: *It is the creating of a feeling of confidence on the part of the purchasing public.*

Some twelve years ago I undertook the advertising of a department store that had, to a very large extent, lost the confidence of the public. It was not a small store, either. But it had printed too many claims in its advertisements, which the goods would not substantiate. The store's advertisements were discounted by the public before they were written.

Now came to me one day the store's general manager with a wonderful tale about how a clever advertisement of camels-hair shawls for the Philadelphia Wanamakers had sold a lot of these unfashionable goods. It was held up as a modern miracle in advertising. Why couldn't I write such effective ads?

I went down to the head of the shawl department in Clafin's where the Wanamaker shawls had come from. He told me that when camels-hair shawls went out of fashion they were caught with a pretty big stock. Thousands of dollars were tied up in unsalable goods. But the smart advertising man of Wanamaker's had un-

loaded on the public a very substantial lot of them.

The Claffin department head had kept a copy of the ad. It was distinctly of the information variety. It told of what a wonderful piece of handiwork a camels-hair shawl is. It went into interesting details. It said that fine camels-hair shawls were as good an investment as diamonds. True, they were out of fashion now, but they were sure to come back in vogue again,—in fact, were on the way there now. And just think of all the money you could save at this special sale. Put a \$300 shawl away in a trunk for a couple of years and congratulate yourself later that you haven't got to pay \$500 for it.

I tried that identical ad for my store, word for word. My personal judgment told me it was not a good thing to do. But my employers had put the case up to me very strong and besides I was anxious to see what magic there was in such a game of talk.

We got some curiosity seekers, but no sales.

What made the difference?

The ladies bought from Philadelphia Wanamaker's, because they had confidence in that store. The same copy would not sell the same goods for my store, because it had been caught crying "wolf" too often in the past.

It was not the information element in the ad that sold the goods. It was the element of confidence in the advertiser.

And right here is a moral that cannot be too strongly stated: "The worst crime that can be charged against an advertising writer is abusing the confidence of the public."

It was a mistake in business judgment to have unloaded those undesirable camels-hair shawls on innocent old Philadelphia ladies, who believed the statement that they would soon be back in fashion. What do you suppose they think after the lapse of twelve years of the store that induced them to buy something they have never been able to use since?

All advertising that makes for confidence on the part of the purchasing public is good. All advertising that abuses confidence already won is bad.

Technical information is neither here nor there. It can be used to bolster up bad advertising or to help along a good campaign. Its desirability varies with the article. But in nine cases out of ten it is not vital. Confidence is the thing every merchant, retail or general, must have as the basis of a continuously successful business.

AN ADVERTISING MANAGER.

It doesn't make so much difference what other people think of you as it does what you think of yourself, but it is different with your advertisements.—*Agricultural Advertising.*

THE business genius is the man who knows to-day what the people will want to-morrow.—*Agricultural Advertising.*

The kind of work we do is what we are most proud of. Years of experience and a decided talent have given our work as Artists and Engravers a wide reputation. We are all practical men—we operate economically. This is to your benefit. One trial will prove this.

The Hammers & Shilling Co.

Artists, Engravers and Designers of Printed Advertising

HEYWORTH BUILDING
CHICAGO

FROM A SUCCESSFUL BANK ADVERTISER.

In my scheme of educational advertising I would teach the principles upon which banking is founded; I would teach discrimination between the various classes of institutions; I would teach something of the principles of investment; I would teach the protection and the profit afforded by our banks and trust companies, and I would devote especial attention to our legal safeguards and to our moral and financial responsibility; I certainly would not advertise my resources as so many millions without stating my liabilities. This educational advertising is being carried on by certain individual institutions with results that far exceed the most legitimate and hopeful expectation.—*Frederick Phillips, of Lincoln Trust Co., New York.*

EXTENDED FOR FOUR YEARS.

PHILADELPHIA, Pa.,
October 17, 1907.

Editor of PRINTERS' INK:

We enclose check herewith for \$5, for which please extend our subscription.

PRINTERS' INK has been worth many times this amount to us and we consider it by far the best publisher's paper.

Wishing you continued and increasing success, we are,

Very truly yours,
THE "PRACTICAL ENGINEER,"
L. L. Rice.

BOOKS ON INSTALLMENT.

One of the most recent of the enterprises of advertising books to be sold by subscription on the installment plan is that of the S. S. McClure Company in advertising Burton Holmes' "Travelogues." Like most all copy of a similar nature the ads occupy large space, and the wording of the announcements is striking. In order to learn particulars that would be of interest, if not of actual practical value, a PRINTERS' INK reporter called at the McClure offices in New York and sought out William J. Cox, manager of the "Tourist Agency."

The Tourist department is of comparative recent origin and its advertising began about last April. As soon as warm weather came on the advertising was stopped as people who might become customers at another season of the year were supposed to be too much engrossed in outdoor sports and pastimes and vacation pursuits to be much interested in reading, and what interest they did have in reading was supposed to be directed along the lines of fiction and other literature of light nature, rather than travels.

The advertising consists of space in magazines and newspapers, and much circularization. This circularization consists not only of follow-up matter to replies received from answers to the ads, but literature is sent out in large quantities to names that are on lists which are secured from various sources. At present about twenty magazines—monthlies—are being used, and dailies in New York, Boston, Philadelphia and Pittsburg. The copy is the same, as a rule, in all the magazines, and all the newspapers, of current issue. It is changed every month. The usual space for magazines is one page, and for newspapers, one-quarter page. Practically the same copy goes to both classes of mediums. There is no definite advertising appropriation. When I asked what publications paid best, in number

of returns and subsequent sales, I was told that the magazines ran in this order: *McClure's*, *Outlook*, *Literary Digest*, *National Geographic Magazine* and *Review of Reviews*. The newspapers that pull best are the *New York Times*, *Philadelphia North American*, *Philadelphia Record* and the *Pittsburg Dispatch*. Mr. Cox pertinently explained that the reason, he thought, why *McClure's* led the other monthlies was because it might be the readers were impressed with the ads because it was one of the McClure enterprises.

Ads are run, usually, in the dailies on two days a week; and Tuesdays and Thursdays, or Fridays, are the days usually selected. When asked the reason for the selection of these days in preference to other days, Mr. Cox explained that Mondays and Saturdays were "broken days;" that experience had taught him that almost any day or days, between these two days were better than the first and last days of the week—for the advertising of books. He further said that Monday was considered a broken day because many people had just returned home, or to their offices, after a brief holiday and were too busy with accumulated duties to be impressed with book ads; and Saturday was similarly broken because so many were looking forward to an outing, and consequently their minds were not in a receptive condition. On Saturdays they were getting ready, and on Mondays they were getting through. Sunday papers had proven not to be satisfactory, and this was considered due to its immense size. Mr. Cox thought that copy, of book advertising at least, should be very large, a page at least, in order to pay in the Sunday newspapers.

When "Travelogues" have been advertised the real work has only just begun. Then comes the follow-up. The ads all contain a coupon to be filled out and forwarded and these names at once receive attention. Striking literature is sent and also other com-

munications consisting, largely, of facsimile letters. Every person receives four communications, if he does not purchase before, but at the end of the fourth he is not followed up further, unless encouragement has been received. While the follow-up is progressing the canvassing force is busy with the names. This force consists of about a score of crews and each crew is made up of from three to twelve or fifteen men, each crew being, of course, under the charge of a captain, who is an expert book salesman. These canvassers work entirely on tips which come into the main office. There is no helter-skelter, aimless, hit-or-miss canvassing. All the tips that are sent, or handed to captains of the crews do not, by any means, come into the office on the coupons printed in the ads. There are many other sources, prominent among which is the list of names that are constantly being circularized. One that has produced excellent returns is a list of people who went abroad last season. These are obtained from the steamship companies, and it is only natural to expect that those who have recently visited foreign countries will be interested in illustrated descriptions of those countries.

The time taken for a crew to canvass a town varies, of course, with the size of the town and the size of the crew, but the kind of people who are citizens is an important element when time is considered. A factory town can be canvassed in much less time than a residential town, because the prospective subscribers can be seen more readily. On an average, things and conditions being about equal, a crew of five men could canvass a town of thirty thousand population in two weeks. While McClure has other publications, in great numbers, the canvassers sell only one work. Mr. Cox said the modern book salesman was a specialist, and also an expert in his line. He works, as a rule, on commission entirely because he can make more money than on a sal-

ary. Most of Mr. Cox's men are college graduates, and he said they made large earnings. Before they start out they know "Travelogues" thoroughly; there is not a question which they cannot clearly and interestingly answer at once. There is a school of instruction where they are schooled and trained before they solicit their first order. There is also a class which meets every Saturday afternoon for the purpose of mutual benefit. Usually there are forty or fifty salesmen in attendance and they tell their experiences, successful and otherwise. If one has encountered a particularly hard proposition in a prospective customer, and did not make a sale, he describes his experiences and others make suggestions regarding how to successfully meet such conditions, based usually on similar personal experiences.

The percentage of returns, of sales, from enquiries, is rather remarkable. Mr. Cox said they averaged from twelve to twenty per cent, according to the medium. He thought this largely due to the nature of the literature, and especially the letter, sent out, but when the PRINTERS' INK man asked permission to see the letter, with a view to reproducing it in this article, he firmly but courteously declined to grant the request, on the ground of policy.

J. Z. R.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

BANK ADS

WRITTEN BY BANK MAN who handles the advertising every day of a successfully advertised bank.

Address "X. Y. Z."

Printers' Ink.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (★).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

★ The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, *dy.* Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery, Journal, *dy.* Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, *Daily aver.* 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, Evening (except Sat.) and Sunday morning. *Daily average* 1906, 4,228.

CALIFORNIA.

★ Oakland, Herald, *Average* 1906, 19,667; *Aug.* 1907, 28,845. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco, Sunset Magazine, monthly; literary; 192 to 224 pages, 52c. Average circulation seven months ending July, 1907, 91,478. Home Offices, Flood Building.

COLORADO.

Denver, Post. The trail of the mighty dollar leads from the West. Start it your way with a Wantad in the Post. *Cir. dy.* 59,674. *Sy.* 84,411.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post. *Sworn dy.* Aug., 11,610.

★ Bridgeport, Morning Telegram, *daily.* Average for Sept. 1907, *sworn* 11,864. You can cover Bridgeport by using Telegram only. Rate, 1/50c. per line, flat.

Meriden, Journal, evening. *Actual average* for 1906, 7,580. *First four months* 1907, 7,734.

Meriden, Morning Record and Republican. *Daily average* for 1906, 7,578; 1907, 7,672.

New Haven, Evening Register, *dy.* Annual *sworn* aver. for 1906, 14,681; Sunday, 11,663.

New Haven, Palladium, *dy.* Aver. 1906, 8,636; 1907, 9,549. E. Katz, Special Agent, N. Y.

New Haven, Union. *Average* 1906, 16,481. *First 6 mos.*, '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; *aver. for Sept.*, 6,778. Rates obtained direct.

Norwalk, Evening Hour. *Daily average* guaranteed to exceed 2,500. *Sworn* circulation statement furnished. Covers not only the Norwalks but fifteen small towns adjoining, covering a territory of over 40,000 people. Has the largest circulation of any newspaper in Southwestern Connecticut.

Norwich, Bulletin, morning. *Average* for 1906, 5,920; 1907, 6,559; June, 1907, 7,359.

Waterbury, Republican, *dy.* Aver. for 1906, 5,648; 1907, 6,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington, Evening Star, *daily* and Sunday. *Daily average* for 1906, 25,577 (©©).

FLORIDA.

Jacksonville, Metropolis, *dy.* Av. 1906, 9,452. *1st 6 mos.* 1907, 10,692. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta, Journal, *dy.* Av. 1906, 50,857. Sunday 57,988. Semi-weekly 74,916. The Journal covers Dixielike the dew.

IDAHO.

Boise, Evening Capital News, *dy.* Aver. 1906, 4,308; average, July, 1907, 6,188.

ILLINOIS.

Aurora, Daily Beacon. *Daily average* for 1906, 4,580; 1907, 6,454.

Cairo, Citizen. *Daily average* 1st 6 months, 1907, 1,585.

Chicago, The American Journal of Clinical Medicine, mo. (\$1.50), the open door to the American Doctor, and through him to the American Public. *Guar.* 40,000 *cir.* invest'd by A. A. A.

Chicago, Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. *Average* for 1906, 4,017 (©©).

Chicago, Breeder's Gazette, weekly, \$2. *Aver. circulation* for year 1906, 70,000. *For 59 weeks ended Sept. 26, 1907*, 75,906.

Chicago, Dental Review, monthly. *Actual average* for 1906, 2,702; for 1907, 4,001.

Chicago, Examiner. *Average* for 1906, 649,846 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined.

Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,691. February, 1907, Daily, 192,271.


Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.



Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n. weekly. Average six mos., Jan. to July, 1907, 51,210.

Chicago, Record-Herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 152,480; Sunday 220,181.

 **The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.


Evansville, Journal-News. Av. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming. 1906 av., 174,581. Nov 200,000 4 times a mo., 75c, a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 **The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

South Bend, Tribune. Sworn daily average, June, 1907, 9,580. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,442.

Muskogee, Times Democrat. 1905, average 2,881; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Ater, 1906, 8,764. "All paid in advance."

Davenport, Times. Daily aver, Sept. 18, 094. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertisements of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.


Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Ater, circulation 12 6 mos. '07, 80,198.

Des Moines, Iowa State Register and Farmer, W.Y. Ater, number copies printed, 1906, 22,128.

Sioux City, Journal. Daily average for 1st 6 months, 1907, sworn, 28,904. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn dy. aver. (returns deducted) 1st 6 mos. 1907, 81,122. For September 1907, 82,981.

You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest.

 **The absolute correctness of the latest circulation rating accorded the Sioux City Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 8,778; weekly, 8,084.

KENTUCKY.

Lexington, Leader. Av. '06, exp. 5,157. Sun. 6,798; 1st 6 mos., '07, 5,418. Sy, 6,867. E. Katz.

Owensboro, Messenger. Daily aver. six mos. ending June 30, '07, 8,568; aver. Aug., 8,940.

MAINE.

Augusta, Comfort, mo. W. R. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,635; weekly 28,573.

Madison, Bulletin, w'y. Circ., 1906, 1,581. Nov over 1,600. Only paper in Western Somerset Co.


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 2,077.

Portland, Evening Express. Average for 1906, daily 12 506. Sunday Telegram, 8,041.

MARYLAND.

Baltimore, American, dy. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For September, 1907, 72,697.

 **The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.


     

Boston, Globe. Average 1906, daily, 182,986. Sunday 295,252. Largest circulation daily or any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

BOSTON POST

Average for August, 1907, Boston Daily Post, 248,216; Boston Sunday Post, August, 1907, 218,244. First New England paper to put in linotypes. First New England paper to put in the autoplant. Runs in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

 The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Holyoke. Transcript, daily. Act. av. for year ending May, 1906, 7,539; 3 mos. '07, 7,542.

Lynn. Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.


Woburn. News, evening and weekly. Daily av. net paid circ. March, 1908, 1,481.


Worcester. Evening Gazette. Actual sworn average for the first six months of 1907, 15,222 copies daily—nearly 40% increase over 1906. Largest eve. circ'n. Worcester's "Home" paper. Permission given A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (©). Paid average for 1906, 4,282.

MICHIGAN.

Bay City. Times, evening Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.

 Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. Sept. daily average, 7,988.



 Jackson. Patriot. Average July, 1907, 8,250; Sunday, 9,045. Greatest net circulation. Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald, daily, Sunday. Average 1906, 14,897; September, 1907, 14,648.

Saginaw. Evening News, daily. Average for 1906, 19,964; September, 1907, 20,555.


MINNESOTA.


Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 37,336.

 Minneapolis. Journal. Daily and Sunday (©). In 1906 average daily circulation, 74,054. Daily average circulation for Sept., 1907, 76,957. Average Sunday circulation for Sept., 1907, 71,687. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results. 


Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1906, 52,610.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; 1 mos., 1907 104,100.

 The absolute accuracy of Farm, Stock & Home's circulation ratings is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

 CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,372. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul. Pioneer Press. Net average circulation for January—1907 33,302. Sunday 32,487.

 The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,254. Aug. 1907, 17,282. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n, 277,974; 207,520 Weekly—display and classified, 40 cents a line, flat; 10,000 Daily and Sunday—display, 12½c.; classified, 7c. Combination Weekly and Sunday—display, 45c. Literature on request.

St. Joseph. News and Press. Circulation 1906, 36,079. Smith & Thompson, East. Repr.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, 141,833.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,755, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Average 6 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY

Asbury Park. Press. 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City. Evening Journal. Average for 1906, 28,005. First six months 1907, 24,089.

Newark. Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Apr., 1907, 68,940.

Trenton. Evening Times. Ar. 1906, 14,227; 3 mos. dy. av. Apr. 30, '07, 20,621; Apr., 20,682.

NEW YORK.

Albany. Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia. Daily News. Average first 6 mos. 1907, 7,494. F. R. Northrup, Special Rep., N. Y.

★ **Brooklyn. N. Y. Printers' Ink** says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 55,449.

Buffalo. Courier, morn. Ar. 1906, Sunday, 91,168; daily, 55,681; Enquirer, even., 32,683.

Buffalo. Evening News. Daily average 1906, 94,690; for 1906, 94,745.

Corning. Leader, evening. Average 1904, 6,253; 1905, 6,395; 1906, 6,555; Feb. av., 6,820.

Mount Vernon. Argus, evening. Actual daily average for 12 mos. ending Sept. 30, '07, 4,424.

Newburgh. News, daily. Ar. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (©). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,455.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Quisen Pub. Co., Ltd. Aver. for 1906, 26,611 (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 3,109.

★ **Printers' Ink**, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good Literature, 452,500 monthly, average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Oct. 1907, 8,806; Oct. 1907, issue, 9,000.

The World. Actual aver. for 1906, Morn., 218,664. Evening, 559,957. Sunday, 442,225.

Rochester. Case and Comment, mo., Law. Av. for year 1906, 22,601. Guaranteed 20,000.

Schenectady. Gazette, daily. A. N. Lecky. Actual average for 1905, 15,058; 1906, 15,809.

Syracuse. Evening Herald, daily. Herald Co., pub. Ar. 1906, daily 55,206, Sunday 40,064.

★ **Troy. Record.** Average circulation 1906, 18,801. Average August, 1907, 20,458. Only paper in city which has permitted A. A. examination.

Utica. National Electrical Contractor, mo. Average for 1906, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh. Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

NORTH DAKOTA.

Grand Forks. Normanden. Av. yr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron. Times, daily. Actual average for year 1906, 8,977 August, 1907, 9,661.

Ashabula. Amerikan Sanomat, Finnish. Actual average for 1906, 10,690.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 85,869; Sept., 1907, 77,086 daily; Sun., 87,808.

Coshocton. Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers

Coshocton. Times, dy. Net '06, 2,125; 6 mo. '07, 2,416. No cash books fixed to fit padded cir.

Dayton. The I. L. U. Home Journal, mo. (Formerly Laborers' Journal). National cir. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. Be. agate line, flat rate.

Dayton. Journal. First six months 1907, actual average, 24,196.

London. Democrat, semi-weekly. Actual average for 1906, 8,668; now guarantees 4,000.

Springfield. Farm and Fireside, over ¼ century leading Nat. agricul'l paper. Cir. 455,000.

Warren. Daily Chronicle. Actual average for year ending December 31, 1906, 3,654.

Youngstown. Indicator. Dy. av. '06, 18,740; Sy. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1906 aver., 18,918; Aug. 1907, 20,217. E. Katz, Agent N. Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. May 3, 1907, 19,188.

★ **Portland. Journal**, daily. Average 1906, 25,578; for Sept., 1907, 28,429. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland. Pacific Northwest, mo.; av. 1st 6 mo. 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester. Times, ev'g dy. Average 1906, 7,685. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1906, 17,110; Sept. 1907, 18,584. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn av. Sept., 14,570. Largest paid circulation in H'd'g or no pay

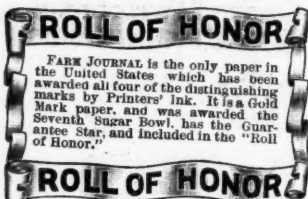
There can be only one BEST—
in Harrisburg, Pa., it's the

TELEGRAPH

which has for several years carried
the largest volume of advertising—
greatest circulation guaranteed.

Philadelphia. Confectioners' Journal. mo. Av. 1905, 5,470; 1906, 5,514 (©).

★ **West Chester. Local News** daily. W. H. Hodgson. Average for 1906, 15,297. In its 30th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1907:

1.....Sunday	16.....227,881
2.....190,036	17.....218,134
3.....225,544	18.....215,394
4.....228,654	19.....231,889
5.....227,061	20.....231,491
6.....227,856	21.....221,680
7.....217,636	22.....Sunday
8.....Sunday	23.....212,617
9.....229,819	24.....231,405
10.....221,607	25.....229,659
11.....227,343	26.....229,352
12.....233,387	27.....230,783
13.....232,097	28.....210,691
14.....222,582	29.....Sunday
15.....Sunday	30.....229,736

Total for 35 days, 5,608,314 copies.

NET AVERAGE, FOR SEPTEMBER:

224,332 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Seranton, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.



Williamsport, Grit. America's Greatest Family Newspaper. Average 1906, 230,180. Smith & Thompson, Reps., New York and Chicago.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal. 18,051 (©©). Sunday, 21,840. (©©). Evening Bulletin 24,620 average 1906. Providence Journal Co., pub.

Providence, Tribune. Morning 10,324. Evening 8,118. Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,625. Largest circulation in Southern E. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual day average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (©©) 11,287 copies; semi-weekly, 2,625; Sunday (©©) 1906, 12,228. Actual average for first six months, 1907, daily (©©) 12,940, Sunday (©©) 18,769.

Spartanburg, Herald. Actual average circulation for first nine months 1907, 2,621.

TENNESSEE.

Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than Morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 18,692. Week-day average now in excess of 15,000. The leader.

Memphis, Commercial Appeal. daily. Sunday, weekly. First six months 1907 ac. 17,417. Sunday, 61,485; weekly, 81,212. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Banner. daily. Aver. for year 1906, 81,455; Jan. 1907, 58,588; Feb. 1907, 87,371.

TEXAS.

El Paso, Herald. Mry. av. 7,418. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1906, 8,527; 1906, 4,115.

Bennington, Banner. daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Assoc. of Amer. Advertisers.

Montpelier, Argus. daily. Actual average for 1906, 8,280 copies per issue.

Rutland, Herald. Average 1904, 5,527. Average 1905, 4,356. Average 1906, 4,677.

St. Albans, Messenger. daily. Actual average for 1905, 3,051; for 1906, 3,558 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,867. Sept. 1907, 2,852. Largest circ'n. Only eve'g paper.

Richmond, So. Tob. and Modern Farmer. mo. Average for first 6 mos. of 1907, 14,420.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Av. for Sept. 1907, net—Sunday 44,461; daily, 85,789; week day 84,046. Only largest circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Seattle, The Daily and Sunday Times lead all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during first 6 mos. 1907. Newspaper rival was beaten by over 134,000 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for Sept. 1907, were—Morning 16,799, Evening 47,457, Sunday 66,801. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1905, daily, 16,059; Sunday, 21,795.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.



WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte, W. Va. News, wy. Wm. B. Blake & son, pub. Aver. 1906, 2,220.

WISCONSIN.

Saves Subscription Price 4 Times a Year.

Just to illustrate the fact that the Janesville, Wisconsin, GAZETTE, is carefully read for its advertising as well as regular news, subscriber's recent assertion is quoted: "My wife saves the subscription price four times a year on her purchases through carefully reading the GAZETTE advertisements." Guaranteed circulation—Daily, 3,815; Semi-Weekly, 2,342. A million and a half in cash will be circulated in this field the next few months from tobacco and sugar beets. M. C. WATSON, 1509 Home Life Bldg., N. Y. A. W. ALLEN, 1502 Tribune Bldg., Chicago.

Madison, State Journal, dy. Average 1906, 5,602; Jan., Feb., Mar., 1907, 4,834; Apr., 5,106.

MILWAUKEE, The Journal, eve. There is only one Milwaukee newspaper that dares to print in this column, with the Star sign guaranty, the claim of circulation that it makes elsewhere. That paper is The Milwaukee Journal. The Journal claims its paid city circulation alone is greater than the total paid circulation of any other Milwaukee newspaper, morning, evening or Sunday. The Journal's circulation for 12 months averaged 50,124 for Sept., 1907, 52,248—daily gain over Sept., 1906, 6,124.

Milwaukee, Evening Wisconsin, d'y. Av. 1906 28,450 (©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



The WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 23, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Advt. \$5.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 5,898.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; Sept. 1907, 14,720. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 24,559; daily Sept. 1907, 26,586, wy. av. for mo. of Sept., 22,787.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 56c. inch.

Winnipeg, Telegram. Average 6 mos. 1907 22,961. Weekly av. 19,586. Flat rate, 3/4c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 4,540.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1906, daily 100,087, weekly 49,992.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 125,925 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During the last nine months the INDIANAPOLIS STAR carried 461.97 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1533.77 columns over the corresponding months of last year. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thly rate \$1.25 nonp. line, dy. & Sy.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 201,569 more than any other Boston paper carried for the year 1906.



30 WORD AD. 10 cents a day. **DAILY ENTERPRISE**, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Sept., 200,130 lines. Individual advertisements, 28,728. Eight cents per agate line per insertion. If charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 20c.



CIRCULATION



by Am. Newspaper Directory

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circulation 25,000. Rate, 2c. per word.

NEW JERSEY.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 5 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 20,479. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 45,000, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087. Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 55 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

(◎◎) GOLD MARK PAPERS(◎◎)

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1906, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,067; weekly, 17,705 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. Nearly 300 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

NEW YORK DRAMATIC MIRROR (◎◎). The leading theatrical paper of the world.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS(◎◎).—A technical publication of the first rank.—Sun, Pittsfield, Mass.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 4,200 weekly. McGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 20,791 (◎◎). Specimen copy mailed upon request, D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1903 was 18,827. McGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 100,348; The Sunday Press, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

For Agricultur

A Special Issue of PRINTERS' INK, aimed to interest particularly advertisers in farm papers, or those who ought to be, will appear on November 20, 1907. The list is being compiled in our own office and no effort is being made to curtail it, or pad it; but if it contains the names of the advertisers who will be particularly interested in the Special Issue, our object will be accomplished.

This issue will contain a number of articles and interviews upon the subject of agricultural advertising, all written with the end in view of **conveying information**. A Special Issue, to our mind, does not mean a "write-up" edition. Consequently, when a Special Issue of PRINTERS' INK does appear (this will be only the third during 1907), it is considered valuable enough to preserve, by many people, on account of some of the authoritative information it contains.

As an advertising medium, this issue of PRINTERS' INK will prove exceeding

PRINTERS' INK, 10 See

ural Papers

valuable to agricultural journals. It will be the most economical and at the same time most satisfying advertising which they can undertake during the twelvemonth.

**PRESS DAY
FOR
SPECIAL ISSUE**

November 13

Space may be reserved at once. If copy accompanies the order, the advertisement will be set up and proof furnished immediately.

There will be no advance in the advertising rates, which are as follows:

CLASSIFIED ADVERTISING: 20 cents a line.
DISPLAY ADVERTISING: \$40 a page, \$20 a half page, \$10 a quarter page, \$3 an inch. If a **SPECIFIED POSITION**, selected by the advertiser, is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices for advance payment.

See Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 30 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Beekman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.

Treasurer, GEORGE P. ROWELL,
10 Spruce St., New York City.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

In time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, October 30, 1907.

Don't expect a big harvest from a small sowing. What you have sowed makes the measure of what you shall reap.

A GERMAN proverb says "You can't turn the mill with the water that's passed by." Nor can you run a business on last year's advertising.

A GOOD many people expect to get something for nothing; but they are nowhere near as numerous as those who get nothing for something.

NEVER sell a customer something he doesn't want. This feat can be accomplished, but it will hurt your patron and, in the end, hurt you a good deal more.

If you advertise for the public's benefit it will subserve your own.

Firing a Broadside.

The Little Schoolmaster is out gunning, and wishes to drop a ten-inch shell into the squadron of foolishness contained in an advertisement of Leumann, Boesch & Weingart, New York, makers of embroideries. The advertisement appeared in a recent issue of the *Dry Goods Economist* and occupied a double page. Most of the valuable space is given over to an illustration of a formidable fleet of modern battleships, arranged in double-column formation. The text contains the following:

OUR LINE OF EMBROIDERIES IS AS FORMIDABLE AS UNCLE SAM'S LINE OF BATTLE SHIPS.

In order to demonstrate to the countries of the East and also to the "World at large" that this country is not to be trifled with, and that it is well able to protect its interests on all occasions,

Uncle Sam's fighting ships are bound from the Atlantic to the Pacific.

Our salesmen are also bound from the Atlantic to the Pacific in order to demonstrate by means of the superiority of our line that we are well able to serve him and protect his interests.

We carry no guns. Our means are Pacific. Let us convince you. Give us a look.

The *Dry Goods Economist* is a high grade publication, read by people of intelligence and discrimination. If they are led to buy, embroideries on the strength of this advertisement it will be surprising. Space in the *Economist* is costly, but is probably worth every cent demanded for it, if the copy is right.

Messrs. Leumann, Boesch & Weingart evidently read the New York *Sun*, which has been engaged in attempting to persuade its readers that war is bound to follow the excursion of the battleship fleet to the Pacific. The *Sun* should take heart; it has gained a convert in this embroidery house, which is so imbued with the martial spirit that it cannot keep down its warlike disposition even in its advertising.

PENICK & FORD, Limited, of New Orleans, are sending out a request for net rates in newspapers and magazines, in the South, Southeast and East.

ANDREW F. WEST, secretary of the Commercial Publicity Corporation, of Buffalo, has opened a New York office in the Brunswick Building.

THE Des Moines *Register and Leader* has issued a detailed statement of copies printed for the first nine months of 1907, which shows an average of 30,245 daily and 27,806 Sunday.

THE rate of first-class postage to foreign countries in the Postal Union is now five cents for the first ounce, and three cents for each additional ounce. Thus, for eight cents a letter may now be sent to Europe which formerly cost twenty cents postage.

ONCE a year the Cramer-Krasselt Company, of Milwaukee, gives a banquet for the advertising men of Wisconsin. The company's "Welfare Council" is preparing to hold this year's session early in November.

THE Bickmore Gall Cure Company, Old Town, Maine, is sending out an interesting 84-page booklet entitled "A Sketch of the Development of the Modern Horse." It is well illustrated and many of the agricultural colleges have applied for large numbers of copies.

THE Des Moines *Capital* has issued an outline map of the nine Iowa counties in which the *Capital* has its largest sale. The publisher makes the important assertion that the *Capital* is read by one family in every ten in the State.

IN the club rooms of the Chicago Advertisers' League there are displayed some very creditable exhibits of printing, engraving, etc., from the leading local print-shops. PRINTERS' INK is informed by a New Yorker who was recently a guest at the rooms that the exhibit of the Lammers-Schilling Company is one of the most notable displays, a fact which is worth an advertiser's while to note.

A HANDSOME piece of printing comes from W. G. Snow, advertising manager of the International Silver Company, Meriden, Connecticut, in the form of a catalogue and price list of "1847 Rogers Bros." silverware. The catalogue is finely illustrated and is printed throughout in two colors.

A NEW magazine is to be issued in Chicago about the first of the year, to be known as the *Illinois State Magazine*. It will be published by a company under that name, of which T. W. LeQuatte is president and general manager. He has been for several years advertising representative of the *Red Book*. The function of the magazine will be to boom the State, by calling attention to its resources for investment. A fiction department and a general news department will be features. The office of the publication is 1516 Heyworth Bldg., Chicago. Forrest Crissey, western representative of the *Saturday Evening Post*, it is understood, will have charge of the editorial side of the magazine.

In New The *Woman's Magazine* will **Dress.** print the cover pages and inside fashion and fancy work pages in colors, commencing with the November issue. The work will be done upon the new color press just installed by the Goss Printing Press Company. The illustrations and literary features are to be improved, also. Those who have followed the up-hill fight of the Lewis Publishing Company against the rulings of the post-office officials will be glad to know of the magazine's improved appearance, which makes for better service to advertisers.

THE *Enterprise*, St. Johnsville, N. Y., has been sold by Thos. L. Coventry to Lou D. MacWethy, of Warsaw, N. Y. The negotiations were conducted by C. M. Palmer.

DIETRICK LAMADE, general manager of *Grit*, Williamsport, Pa., was recently made a 33d-degree Mason, and was presented with a 33d degree jewel and souvenir autograph book by the employees of the company.

THE *Jersey City Evening Journal* stood second in order of merit among the mediums used during the past summer by H. E. Denegar, publicity director of Asbury Park. Thirty-five papers were utilized at a cost of over \$6,000, and the sixty-five replies credited to the *Journal* cost less, per reply, than any other paper with one exception.

ONE Harry Morris has been jolly along some of the New York advertising agencies, promising business from the Fasig-Tipton Company, New York horsedealers, whom he claims to represent. After a clever talk and before leaving he gives the agent a tip on the races, and in some cases has collected a small amount to place on the horse. The Fasig-Tipton know nothing of him and the confiding advertising man is stung again.

THE Lawrence, Kansas, *World* is congratulating itself upon a letter received from a national advertiser who used the *World* during the summer—and no other local paper—to advertise a product unknown to the trade west of Pennsylvania. In a few days after the first advertisement appeared subscribers called at the *World* office to inquire where the commodity could be obtained, and two weeks' later a wholesale house had received its first order for distribution among local grocers. In Lawrence, according to Rowell's American Newspaper Directory, the *World* prints more copies than any other daily.

THE *Jersey City News* has been incorporated with the *Democrat*. It will be published for the present under the latter name, but late on another name will be given.

THE first dinner given by the Six Point League was held at the St. Regis Hotel, in New York, on the evening of October 16th. There were thirty-eight present out of a membership of forty. President Williams presided and everyone present was asked to make a few remarks regarding the league and the work outlined.

Ad Club's New Officers. The annual election of officers of the Chicago Advertising Club was held October 14th, and brought out the largest gathering of club members in the history of the organization. As there was but one ticket in the field, the officers announced a dinner and entertainment in order to draw the attendance of the members, and the dining room was packed to its utmost capacity. A programme of singing and story telling was furnished by the club members and by volunteers from some of the vaudeville theaters.

The new officers are as follows:

President, W. R. Emery, western manager *Everybody's Magazine*; 1st Vice-President, T. W. LeQuatte, pres. *Illinois State Magazine*; 2d Vice-President, E. D. Gibbs, vice-president the Patterson-Gibbs Co.; 3d Vice-President, John Budd, Chicago manager Smith & Thompson; Treasurer, Chas. Touzlin, Lord & Thomas; Secretary, A. G. Langworthy, advertising manager Fairbanks, Morse & Co.; Financial Secretary, E. D. Wheeler, western manager *Gates' List of Railway Employees Journal*; Directors, Dr. John E. Beebe, Advertising Photographer; Homer J. Buckley, Buckley, Dement & Co., Circular Advertising; Howard Glen, pres. of the Buester Electrotyping Co.; J. Ellsworth Gross, Photographer to Advertisers; L. A. Hall, Bastian Bros. Co., Celluloid Advertising; J. R. Kathrens, American Cellular Tire Co.; W. H. Kentnor, western representative Vreeland-Benjamin Newspaper Agency; Wm. A. Stiles, Advertising. F. P. Walton, vice-president, and general manager, the Inland-Walton Co., Engravers; J. R. Woltz, advertising manager Farm Life Pub. Co.

THE *Farmer*, St. Paul, will issue on December 1st, a special edition, celebrating its twenty-fifth anniversary, dealing with many interesting subjects concerning Minnesota.

I. R. PARSONS has resigned as advertising manager of the Simpson Crawford Company, New York, and has been succeeded by R. B. Peck, formerly merchandise manager of the store.

WALLACE C. RICHARDSON, eastern representative of farm journals, is sending out a new circular showing that farm papers, with their strong editorial staff, supplemented by a large number of paid-up subscribers, will bring the best cash results to the advertiser.

THE *Street Railway Journal* has issued a mammoth edition in connection with the convention of street railway men at Atlantic City. The principal subject treated is the electrification of steam railroads in its various phases. Over two hundred pages of advertising are carried, in addition to the regular amount running from week to week.

THE first number of *Factory*, the new magazine published by the System Company, will appear November 1st. It will consist of forty-eight pages of text matter and illustrations of industrial plants, diagrams, charts, record forms and other data of value to the factory owner, superintendent, manager and engineer. The size of the magazine, 9½x12 inches, permits the use of large cuts on the advertising pages, of which a special feature is being made. E. R. Crowe, the eastern advertising manager for *System*, is also handling the eastern advertising of *Factory*. Kendall Banning, of the Banning Company, is conducting the Advertisers' Service Bureau, which outlines the campaigns and prepares copy for the users of this medium.

THE *Montreal Gazette* has issued a very creditable edition in quarto form, devoted to the rise, progress and development of the city of Montreal.

CHARLES E. WALTERS has resigned as advertising manager for the Dayton Dry Goods Company, of Minneapolis, to become one of the incorporators of the Hall-Taylor Co., of Milwaukee, which for five years has been engaged in planning, writing, designing and illustrating advertising literature.

Written Two Years Ago. "A conspicuous figure in the advertising world, when I was new to it, was Dr. H. T. Helmbold. Helmbold's Buchu was the remedy he exploited, and it was in 1865 what P-e-r-u-n-a is in 1905—the largest selling patent medicine on the market. It is rather surprising that since Dr. Helmbold's time no other person has seen a clear path toward exploiting another Buchu. It is said by physicians that Sarsaparilla has no curative qualities whatever; yet sarsaparillas follow each other in an endless procession. Dr. Jacob Townsend's was the first that I remember. Then came Isaac P. Townsend, whose beautiful house, that had in it fireplaces in every room, but no chimneys, was afterwards sold to A. T. Stewart, in whose marble palace he would have no shower bath—the guest that wanted a shower-bath might go next door, he said. The place is now the home of the Knickerbocker Trust Company's offices, situated at the corner of Thirty-fourth street and Fifth Avenue, in a building so wasteful in expense of construction, and in lack of room, that to merely look at it has caused more than one prudent business man to assert that if he had owned stock in the company he would have sold it as soon as that building plan became so far advanced as to let it be seen what extravagance was intended."—Mr. George P. Rowell, in "*Forty Years an Advertising Agent.*"

BUSINESS GOING OUT.

THE Dr. Howard, Company, Binghamton, is asking rates from newspapers.

THE George Batten Agency will place Park & Tilford's business in the future.

THE White Star Line is being advertised in newspapers by Albert Frank & Company.

THE Real Estate & Builders' Exchange, New York, is asking rates from newspapers.

DR. W. J. HALL, New York, is asking rates from newspapers, 2 inches, e.o.d. for 1 year.

THE Agency for Newspaper Advertising, New York, is asking for rates from newspapers.

BON AMI renewals will not be made until spring by the A. W. Erickson Agency, New York.

MARTIN RUDDY, is placing copy with newspapers for the United Medical Company, of Lancaster, Pa.

THE Leach Chemical Company, Cincinnati, makers of Virgin Oil, is using space in Canadian papers.

THE Fred C. Williams Agency, New York, is renewing Salada tea orders for New England papers.

ADVERTISING for the X-Ray Incubator is now handled exclusively by the Long-Critchfield Agency.

DR. GEORGE A. SCOTT, New York, is offering his electric hair brush in exchange for space to advertise it.

THE Dorland Agency, Atlantic City, is asking rates from newspapers on some Winter Resort advertising.

THE E. E. Sutherland Medicine Company, Paducah, Kentucky, manufacturers of "Dr. Bell's" Tar Honey, is using space in newspapers through the Nelson Chesman Agency, St. Louis.

"Foso" a proprietary article, is being advertised in newspapers by the Fuller Agency, New York.

THE Hicks Advertising Agency, New York, is asking rates from newspapers on Winter Resort advertising.

ALL advertising for R. M. Kellogg of Three Rivers, Mich., is now handled by the Long-Critchfield Agency.

N. W. AYER & SON, Philadelphia, are sending orders to newspapers for the Alaska Trading Company, 520 lines.

COPY for Laxative Bromo Quinine (Harris Medical Company, St. Louis) is going direct to Canadian papers.

THE Hoffman House, New York, is offering room accommodation to newspapers in exchange for advertising space.

NEW copy and renewal contracts for the Hayner Distilling Company, Dayton, are being sent to newspapers direct.

H. E. BENJAMIN, Philadelphia, is placing business with Pennsylvania papers for the Rosenbach Galleries, of that city.

THE Mulford Agency, Detroit, is advertising "Eppotone," for the LaCottel Manufacturing Company in newspapers.

NELSON CHESMAN & COMPANY, St. Louis, are using space in newspapers in Canada for the Lung-Germaine Company.

MISS G. B. CONKLIN, advertising manager, is sending out Swamproot copy to newspapers, direct from Binghamton.

THE James Sanitarium St. Louis, is being advertised in newspapers through the Lesang-Gould Agency, of that city.

THE G. H. Haulenbeek Agency, New York, is sending out renewal contracts to illustrated weeklies for Cortez cigars.

LORD & THOMAS, Chicago, are placing copy for Ederheimer, Stein & Company, clothing, of that city, with newspapers.

THE Hayner Distilling Company, Dayton, Ohio, is using 1,000 lines in newspapers generally; business being placed direct.

W. K. FAIRBANKS & COMPANY, Chicago, Cottolene, are using space in newspapers through the Mahin Agency, of that city.

ADVERTISING for the Chicago House Wrecking Company is being placed in Sunday papers by the Kastor Agency, Chicago.

LEWIS ERNEST JONCAS, New York, is asking rates from Canadian dailies, on 12,000 and 26,000 lines, next to reading matter.

THE G. H. Haulenbeek Agency, New York, is placing additional contracts with medical journals for the Keeley Cure.

GUCKENHEIMER & BROTHERS, St. Louis, whiskey, are using space in newspapers through the Lesan-Gould Agency, of that city.

THE Association of Independent Doctors, Chicago (to promote honest medical advertising), is asking rates from newspapers.

THE Lesan-Gould Agency, St. Louis, is using space in newspapers for the Sanitol Chemical Laboratory Company, of that city.

THE Merrill Advertising Agency, New York City, is placing the advertising for Dr. Johnson's dog remedies in sporting publications.

THE Fuller Agency, New York, is making a proposition to newspapers, 1,000 inches, for the Duluth Imperial Milling Company.

THE Potato Implement Co., of Traverse City, Michigan, is beginning the season's advertising in farm publications, through the service of the Long-Critchfield Corporation.

Cassier's Magazine, New York, will use morning papers for advertising the magazine in fifteen of the largest cities. The Frank Presbrey Agency will probably handle the business.

THE Perry Walton Advertising & Printing Company, Boston, is asking rates from newspapers.

THE Corning Agency, St. Paul, is using space in newspapers for F. Gotzein & Company, of that city, to advertise their shoes.

N. W. AYER & SON, Philadelphia, are making a proposition to newspapers on some publisher's advertising, forty inches, four times.

NELSON CHESMAN, St. Louis, is using 5,000 lines in newspapers to advertise Dr. George E. Flood's remedy, of Ft. Wayne, Indiana.

ARNOLD & DYER, Philadelphia, are making contracts with newspapers, ten inches, twice a week, for one year on a manufacturer's advertising.

THE J. W. Morgan Agency, New York, is placing a portion of the Red Dwarf Ink Pencil (D. Wood & Company, New York) with weeklies.

THE Way Ear Drum is being advertised in Canadian and other papers, 1,000 line contracts, through the Horn-Baker Agency, Kansas City.

A NEW advertiser in agricultural papers is the American Post Co., of Bloomfield, Ind., whose account is handled by Long-Critchfield Corporation.

SHERMAN & BRYAN are now placing the advertising of Bernarr Macfadden's sanitariums, restaurants, etc., in magazines and newspapers.

COPY for E. M. Kramer Mfg. Co., of Paxton, Ill., on its harrow attachment for plows, is going out to farm papers as prepared by Long-Critchfield Corporation.

VOGEL BROTHERS, New York, clothiers, are asking sample copies and rates of a large number of newspapers. They state they are going to try some mail-order advertising. Jerome K. Vogel is advertising manager.

KASTOR & SONS, St. Louis, are advertising Cook's Imperial Champagne, 5,000 line contracts, in Canadian papers.

THE Lesan-Gould Agency, St. Louis, is using space in newspapers to advertise the Hamilton-Brown Company's shoes, of that city.

THE Samuel Winslow Skate Manufacturing Company is being advertised in newspapers, 4 inches, 6 times by N. W. Ayer & Son, Philadelphia.

THE Morse International Agency, New York, is placing 200 inch contracts for A. S. Hinds, Portland, Maine, with a large list of Sunday papers.

THE J. Fulton Rogers Company, New York, bankers and brokers, is asking rates from weeklies generally on classified and other advertising.

E. S. WELLS, Jersey City, is placing a line of copy in Pacific Coast papers, advertising his Rough on Rats. Business is placed direct.

CALOX tooth powder (McKesson & Robbins) will be advertised in the New York Subway, starting in January, through the J. W. Morgan Agency, of that city.

THE 1907-8 newspaper campaign for the Columbia Automobile starts through Long-Critchfield Corporation with the Automobile Show in New York.

THE Hampton Agency, New York, is placing a line of small copy for Van Zandt & Jacobs, Troy, New York, advertising their collars.

C. C. SHAYNE, New York, furrier, is being advertised in New York State and Pennsylvania papers, 2,000 to 3,000 lines, through the McCracken Agency, of that city.

THE American Steel Wire Company are coming out with a big campaign again through Long-Critchfield Corporation, to cover practically all of the agricultural publications.

LONG-CRITCHFIELD CORPORATION is sending out orders to magazines for a new Vibrator account.

LORD & THOMAS, Chicago, are placing forty-four inch copy with newspapers for the Dr. Schiffman Asthma Cure.

THE Ed Pinaud Perfumes, New York, will use only the Associated Sunday Magazine Sections and a few other Sunday combinations this year, through the Presbrey Agency, New York.

THE Kyndu Mfg. Co., of Chicago, makers of "100 per cent Comfort" Chairs, Couches and Lounges, have started a Chicago newspaper campaign through the service of Long-Critchfield Corporation.

J. W. MORGAN & COMPANY, New York, are placing 1 time orders, 60 lines, with western papers for Burton Brothers & Company, for their Samson silk; the New York *Herald* and the *Journal* are also being used.

COVER pages and special positions in mail-order publications and standard magazines will be used for Swedish Electric Vibrator advertising by the Long-Critchfield Corporation. The appropriation for this purpose approximates \$20,000 a month.

THE Siegfried Advertising Agency, 277 Broadway, is a newcomer in the field. It is composed of Frederick H. Siegfried and Henry K. Hannah. It will make a specialty of financial and real estate advertising, in which line both members of the firm have had long experience. The accounts now handled are the Wood-Harmon Warranty Corporation; United Cities Realty Corporation; Title Guarantee & Trust Company; Styles & Cash; South New York Investors; New York Investors' Corporation; National Security Company; Morris & Essex Realty Company; H. J. Koehler & Company (Buick Automobiles); Bond & Mortgage Guarantee Company and the American Temperance Life Insurance Association.

BOSTON ITEMS.

Mr. Jordan of the Shumway Agency is placing the advertising of Daniel Webster Flour.

The O'Keefe Agency is asking for rates from newspapers for a new client. Quotations on three months, six months and a year's advertising are being asked for.

The account of Frank E. Davis, Gloucester, Mass., is handled by Mr. Weedon of Wood, Putnam & Wood. Some new publications are being taken on.

The Samuel Cabot Co. are making up a list of publications to use on their "Cabot Shingle Stain." The business will go out shortly from the Wyckoff Agency, Boston office.

The Cowan Agency, John Hancock Bldg., are asking for rates on 3 inches double column space to run for two months of newspapers generally. Mr. Burrill has the account in charge.

The advertising of the Bristol Steel Fishing Rod will soon be placed. Several changes will be made in their list of magazines. The contracts will go through the M. P. Gould Agency, New York City.

The Howard Watch Co., Walham, Mass., will place large copy in many of the leading magazines for the coming season. The account will be handled in the future by Arnold & Dyer, Philadelphia.

The H. B. Humphrey Co. is sending out orders for the advertising of the Mayhew Publishing Co. and W. E. Gould. This agency is also using a list of magazines for R. E. Thompson, Worcester, Mass.

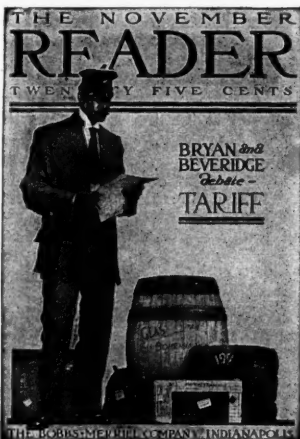
Curtis & Cameron, publishers of Copley Prints, have taken larger quarters on Harcourt st., and are planning an extensive campaign for Christmas business. Leading magazines will be used in November and December.

The P. F. O'Keefe Agency is sending out orders to dailies for the advertising of Dr. Greene's Nervura. The space is 150 inches, all plate matter.

The Boston office of the Frank Presbrey Agency is located at 161 Devonshire st. Mr. A. E. Townley is in charge. All the advertising of the Stetson Shoe Co., South Weymouth, Mass., is now going through this office.

The Ad Men's Club of Boston will hold its first dinner of the fall Thursday, October 31st. It is expected that Mr. Thomas W. Lawson will be the speaker. The club starts in its fourth year in a most flourishing condition—a membership of over eighty and increasing—and a substantial financial condition.

The Pettingill Agency has moved from the Tremont Bldg. to Franklin street, corner of Battery-march. They occupy the entire second floor. They are sending out copy for A. J. Orem & Co., brokers, and, also, placing the advertising of the Lawrenceburg Roller Mills Co., advertising "Town Talk Flour."



THE MAGAZINE THAT IS HELPING TO
MAKE INDIANAPOLIS A PUBLISHING
CENTER.

THE WAX WINDOW DUMMY.

TWENTY THOUSAND MADE EVERY YEAR FOR STORE DISPLAY—THE FIRST CAME TO THIS COUNTRY AT THE CENTENNIAL IN 1876—FOUND EVERYWHERE FROM THE BOWERY TO FIFTH AVENUE, BUT BEING ABANDONED IN BETTER SHOPS—THEY HAVE FOUR ENEMIES: HEAT, COLD, MOTHS AND THE WINDOW-TRIMMER.

The total number of wax window dummies made in this country annually has been estimated by a Boston dealer as 15,000 to 20,000, good, bad and indifferent. Those of first-class workmanship last often for a dozen years or more with periodical retouchings of their beautiful complexions. Young as they appear therefore, many of these charming women and gracious, but somewhat awkward men who smile at us along Washington street, look to-day exactly as they did ten or a dozen years ago. They vary in value from well up toward a hundred dollars to well down toward ten or fifteen. And they represent all told a considerable industry, ranging from the so-called "kitchen wax-works" of the New York slums to the established manufacturer who commands high prices because he can guarantee that his people will refuse to melt unless the thermometer climbs to 120; if man, woman or child melts before that, he will make you a new one. But the shop window is itself something of a hothouse; the cheaper figures melt more quickly; their hair, too, is deceptive, coming out under slight provocation; and any extreme of cold is likely to crack their faces into temporary uselessness.

A single large Boston store has somewhere in the neighborhood of one hundred and twenty-five; during the winter you meet them all over the city singly and in companies, standing for the most part erect and proudly conscious of their fine garments, but often devoting themselves patiently to various occupations—the young business man at his desk; the

gentleman of leisure smoking his unlighted cigarette in the "snappiest" of ready-to-wear dinner jackets; the fashionable mother (such is the fond imagination of the window trimmer) happily rocking the cradle of her own fashionable infant. The gentlemen, it is to be noticed, sit down less frequently than the ladies for the sitting posture bends their flexible legs to a degree that is uneconomical if too long persisted in. The ladies sit down more frequently, having, indeed, no legs whatever; yet this is somewhat counterbalanced by the fact that their heads are a permanent part of their bodies, while those of the gentlemen are interchangeable. One and all they are descended from a small family that came to this country to the Centennial Exhibition and many of whom remained here afterward.

It is no longer a distinction to have them and if the truth were told the waxen population of to-day is not universally popular with those who come closest in touch with it, namely, the men who dress and undress these figures and arrange them in the shop windows, and their annual retirement to the storerooms is welcomed with a sigh of relief by many a window trimmer. From beginning to end they are a trial and a responsibility; their complexions must be watched from week to week; they must be dressed and undressed without messing their hair—a delicate process, hardly lightened in the case of your waxen gentleman by the fact that his head may be conveniently enough removed during the ceremony, for his clothes, unfortunately, go on over his feet; they must be protected from changes of temperature and the carelessness of subordinates. From the point of view of the manufacturer wax figures have four natural enemies; heat, cold, moths and the window trimmer. But in the large establishments they are so well taken care of and so carefully handled that the fatalities are hardly worth mentioning, and moths are a neg-

ligible menace. It is the small establishment that is constantly sending its little company of wax back to the maker to be remodeled and otherwise renovated.

The origin of these wax figures as we now see them may or may not be extremely humble. Along the Bowery in New York you may occasionally see them advertised by the sign over a dingy doorway and know that the product for sale within is the work of the "kitchen wax worker," a foreigner, probably French or Italian, with some skill in modeling and a modest notion of the price to be earned by it. He models first in clay and then casts the result in wax, and the head thus produced may be done from a friend or member of his own family or from the photograph of a man or woman completely unknown to him, for with two photographs, a front view and a profile, a clever wax worker can produce a passable likeness. A wife or brother perhaps helps him by putting on the wig, which at the best is done by punching the hair, a few strands at a time, into the soft wax with needles; and when the head is done he sells it for a few dollars. Then it may happen that a larger manufacturer sends his agent to the humble shop on the Bowery and picks the most convincing heads out of the miscellaneous collection thus brought together, adds them to his own stock and so eventually they reach the show windows of a large city establishment. The poorer ones, on the other hand, are sad to look upon. One returns gladly to the higher class product, the waxen people of refinement and elegance who have their hair washed twice a year and sometimes oftener by a professional hair-dresser. There has been a waxen Lillian Russell standing for years in a well-known Washington street window; Anna Held and Maxine Elliott have unconsciously condescended to similar inactivity; and the list could be extended indefinitely.

The whole ambition of the wax figure, in short, is to be convinc-

ing, and here even the window trimmer has to confess that the ladies have an advantage over the gentlemen. The waxen woman often startles us with her verisimilitude; the waxen gentleman is always self-confessed a poseur and incompetent and no skill of the wax worker has yet made him otherwise, despite the fact that he is much better supplied with anatomy. His papier maché body has all the natural extensions; his legs bend at the knee, his feet—on which he usually wears the cheapest kind of shoes—bent at the ankles; his wooden arms move more variously than those of any human prototype. But his waxen hands are solid and immovable, and his head once placed on his shoulders stays put until the next time that his clothes are changed for him.

The female figure as she stands waiting to be dressed is a trifle startling; there is only half of her—a blooming face crowned with golden hair above, a wire framework below, the feet of a metal stand where the real feet were to have been expected; these if necessary will be added afterward. But the gentleman figure is even more terrifying. He lies stiff on his back, his papier-maché body black in color with white spots to indicate where you can work his joints, and his neatly shod feet pointing grimly upward. His head lies beside him, smiling placidly at his curious predicament; and on the same counter, neatly pressed and ready for service, lie his new trousers.

Cold weather, when it cracks a waxen countenance, usually cracks it from the corner of the eyes, producing a crow's-foot that can be cured only by a hot iron. Hot weather, when it melts them, changes the expression, lowers the eyelids in queer and absurd winks, leans the head to one side in tipsy fashion, or produces an effect of the mumps altogether inconsistent with one's holiday garments. Then they must go back to the factory and into the hands of the most skilful man in the profession, the man who can warm the wax and mould it back

into its previous resemblance to polite humanity. There is one such man in New York especially famous for his skill in this delicate operation—an old German who, as he moulds the heads again into their former sobriety, invariably sings them a little lullaby. Competition and the universality of the figures is undoubtedly detracting from their commercial value. The public is getting a little too well used to them and although the end, if end there is to be, is yet many years distant, it is a significant fact that a certain number of houses are already beginning to dispense with their services.—*Boston Transcript.*

PEOPLE don't like to find out that they have been humbugged—one half of the people like to believe that the other half are honest.

OF GREAT AID.

INDIANAPOLIS, Ind., Oct. 14, 1907.

Editor of PRINTERS' INK:

I beg to acknowledge receipt of your esteemed favor of the 9th inst., in which you called attention to the reproduction of one of our advertisements in your Ready Made Department for which I thank you most kindly.

I have been a subscriber to PRINTERS' INK for a number of years and would not think of doing without it, as it has been a great aid to me in our advertising work.

With best wishes for the continued success of the Little Schoolmaster, I beg to remain,

Yours truly,
J. E. CASEY, Auditor,
Indiana Trust Co.

MORE than 7,000,000 postcards were passed through the New York custom house in one day last week. The largest portion of them came from Germany and Great Britain ranked second. A considerable quantity, however, came from France, which country is rapidly increasing its output of the finer grades of postcards.—*Book-seller and Stationer.*

Better than the Best Coffee—
Tastes Better—Better for You

Koffe-no

Is
Healthful and Delicious

You don't have to "substitute" a taste for Koffe-no. The first cup tastes good and so does every other cup of Koffe-no. If you are not satisfied after you have used one package of Koffe-no—take back the empty can and your money will refund your money. (This advertisement is your authority for the refund.)

The Reason for Koffe-no

Koffe-no is a genuine mixture of the sweetest and delicious parts of the finest Minnesota Hard Spring Water. Genuine "substitute" coffee is made from the husk—the hard, bitter outer shell of the wheat berry. You lose no food value and no taste—but it is hard on the stomach and is a source of coffee and they lack the same sweetening material found in wheat that corresponds to the oil—Koffe-no—white gives flavor and freshness to roasted coffee. The grain of wheat used exclusively in making Koffe-no is the only part of the wheat berry that contains the natural oil, which, when roasted, gives Koffe-no the flavor and aroma of real coffee. This oil is so essential in the production of Koffe-no that it always keeps good. Koffe-no is genuine like coffee—not fake and strong like "substitute" coffee. Koffe-no costs only half as much as regular coffee and because it is a concentrated, granular product it goes further and therefore costs less per cup than "substitute" coffee.

Made by the Mill that makes Sleepy Eye Flour—the Best in the World.
Our trade mark, "Old Sleepy Eye, the Good Indian," is on all our products.
Sleepy Eye Milling Co.,
Sleepy Eye, Minn. Koffe-no costs only
1¢ per cup.

Coffee

Is injurious

We grant this. You know it. We know it. No need to argue about it.

Now, how can we cut out injurious coffee drinking? How can we stop the habit that harms us? What will take the place of coffee? That's the vital question.

You can't be blamed for thinking that nothing can take the place of coffee if you've tried the weak, insipid "substitutes" for coffee. But—you're mistaken. You can realize your mistake by trying just one cup of Koffe-no and you'll find the answer to the vital question.

Coffee

"Substitutes"
Are Unpalatable

We grant this, too. You know it if you've tried them.

The so-called "substitutes" for coffee cannot take the place of coffee simply because they do not contain the coffee—no taste like coffee. It's a "10-day" or "30-day" struggle when you try to switch from coffee to coffee "substitutes" and you could form the habit of drinking plain water in place of coffee if you persisted in it in the same way.



A portfolio of sample advertisements comes to PRINTERS' INK from the Sleepy Eye Milling Company, Sleepy Eye, Minnesota, makers of Koffe-no. The advertising is appearing in Chicago, Kansas City and Peoria at present, and the copy reproduced above is representative of the distinctive character of each advertisement.

ADVERTISING A STREET RAILWAY.

Among street railways which advertise, one of the most enterprising is the Twin City Rapid Transit Company. This company operates 354 miles of track in Minneapolis and St. Paul, and in a thickly settled surrounding territory. It owns Big Island Park, a popular amusement resort situated on an island in Minnetonka, and also owns and operates a fleet of twelve steamers on this lake. The park and steamers are featured in the company's advertising, as are also the "Sightseer" cars. These cars take the stranger over forty miles of interesting territory in three and one-half hours for a fare of fifty cents.

The Twin City Rapid Transit Company is one of the few street railway lines that maintain a Passenger Department similar to that of a great railroad. This department, established in January, 1906, is in charge of the advertising. From the very outset its work has been productive of increased passenger traffic, and the attention attracted by its successful campaign for more business had doubtless much to do with the selection of A. W. Warnock, general passenger agent of the Twin City Rapid Transit Company (under whose personal direction the advertising is done), as the best qualified person to address the recent Atlantic City convention of the American Street and Interurban Railway Association, on the subject of "Advertising from the Street Railway Standpoint."

Among the various methods employed by the Twin City Company to increase traffic, newspaper advertising holds a high place. Announcements ranging from a little four inch, single column, ad to full pages are used from time to time in all the daily papers published in Minneapolis, St. Paul and other towns and cities on their lines, as well as many other Twin City publications.

Space in their own cars is used

to supplement the newspaper advertising, these announcements last summer being usually devoted to exploiting a creation of the advertising department known as "Hi Jinks, the Picnic Person," whose doings were chronicled in verse, of which the following is a sample:

"Hi Jinks—the Picnic Person—
Broke up the Grouch Club quite;
He took them all to Tonka,
Upon a summer night.
They rode the Roller Coaster;
They had an all-round lark
And each one came home smiling
From 'Great' Big Island Park."

A series of twelve "Hi Jinks" cards started in May, and covering a period of fifteen weeks, were devoted to advertising "Big Island Park." These appealed so to public favor that ever since, many verses from prominent people and trolley riders have deluged the Passenger Department.

A series of four meritorious booklets have been issued by this street railway company during the past year. One, entitled "Twin City Trolley Trips," is beautifully illustrated with views of Minneapolis, St. Paul, Lake Minnetonka and many other points of interest reached by these lines, and, from this, the visitor will find information on "where to go"—"what to see"—"how long it will take and what it will cost."

Another is "The Best Way to See the Twin Cities,"—a folder giving time tables, maps and illustrations, describing the route of the "Sightseer" cars. Time tables giving schedules for each of the many Interurban lines and also the boats and ferries on Lake Minnetonka, together with transportation rates, are provided and souvenir postal cards are circulated illustrating their cars, boats, and other properties and places of interest along the "Twin City Lines."

EDWARD L. KLEIN.

Good bank advertising makes a man wish he had a bank account; more of the same good advertising will create a strong desire to fulfill that wish; still more of this identical advertising will materialize that desire.
—Bank Advertiser.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The toll gates of a large Jacksonville Ostrich Farm, and of several like farms in other parts of the country, show that more than nine thousand people a day view the ostrich in his unplucked glory. The great, restless, touring public is not ignorant of detail. It sees things constantly

No. 2 a different and, we believe, more striking arrangement of the material at hand is shown, together with a reproduction of an ostrich, more authentic than the bird of design No. 1.

* * *

The danger of using a stock cut—one that simply happens to be around when an advertisement is made up in a hurry, is certainly emphasized by the design employed by the Kellogg-Mackay-Cameron Co. There is no objection to be found with the copy, which reads in a perfectly rational manner. Solid Comfort, as the headline suggests, should certainly be found in a home that has a perfect heating apparatus installed and we have no

CALIFORNIA OSTRICH PLUMES

Wholesale from the Farm to You



Prices, 17 inch. . . \$5.00 . . . 25 inch. . . \$15.00
 " 18 " . . . 7.25 . . . " 21 " . . . 19.50
 " 19 " . . . 9.00 . . . " 22 " . . . 25.00

Black, White or any color.

CALIFORNIA OSTRICH PLUME COMPANY
 319 West 3, Los Angeles, Cal.

No. 1

and is difficult to deceive. The California Ostrich Plume Company use in small space, an illustration that, so far as copy is concerned, reads sensibly enough but falls somewhat short in design. The artist, if intending to draw an ostrich, had a poor copy. The bird shown has the long bill of the stork rather than of the



No. 2

beautifully plumed bird spoken of, and appears rather incongruous when coupled with the text of the ad. The feathers pictured are not attractive, and look far more bedraggled than fluffily valuable. In the design marked

Solid Comfort

Is enjoyed by the man
whose home is heated
with

Kewanee

Radiators

Kellogg-Mackay-Cameron Co.
1234 N. Dearborn St.
Chicago, Ill.

MINNEAPOLIS, MINN. ST. LOUIS, MO. CHICAGO, ILL.

doubt but that both the "Klymax" and the "Kewanee" satisfy many households in this respect, but why introduce a picture that might possibly be objected to by a certain percentage of readers? The stock illustration of the gentleman drinking dry champagne and smoking cigars, illustrates a certain type of comfort that all do not admit is ideal and exemplary. People there are who read advertisements, who have a strong dislike for both liquor and tobacco. It seems an unnecessary indiscretion to antagonize this class—and it is a large one—by picturing a man of the world with a brimming glass and a

lighted cigar. There are many pleasing ways of picturing comfort. One of these would be to show the head of the family toasting his toes, as the saying is, by one of the company's radiators. The cold bottle and the hot cigar are superlative.

* * *

An over-energetic advertising solicitor once cut out a particularly poor drawing from the advertisement of one of the largest stove concerns in the country and unfolding it on the desk of the General Manager remarked: "Mr. X, your concern is too important, too dignified in the business world to be represented by a poorly executed, abominable drawing of that character. How did you ever happen to use it?"

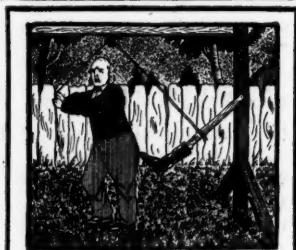
There was an awkward pause. "There is no excuse for the person who drew that design," the eager solicitor continued.

"Well, there might be some excuse," the General Manager finally retorted, with a dry grin,

vertising man. It may not have been drawn by a budding member of the firm, but if any professional agency or individual is responsible for it, the caption underneath is glaringly apropos. The unhappy gentleman with the side whiskers who has rigged up an arrangement for kicking himself makes a poor space filler.

* * *

Several years ago, when the Battle of Atlanta, as a cycloramic exhibition was first introduced in the South, it created great excitement. In a single sweep of



Stung Again
Didn't Buy Kanneberg's Ceiling

We can satisfy you in quality of material, beauty and large number of Classified Designs and Prompt Shipments. You can save money by dealing with us. Write today for prices and our Ceiling Catalog DD. We also Manufacture Metal Shingles, all styles Roofing, Cornices, Skylights, Finials, Ventilators, Trough and Pipe, etc. Roofing Catalog GG. Let us figure with you.

The Kanneberg Roofing & Ceiling Co.
Manufacturers
Canton, * * * Ohio.

"my young son, who is taking up art made it for me and I think it is mighty good for a youngster."

The disconcerted solicitor beat a hasty retreat.

The Kanneberg Roofing & Ceiling Company design is one that arouses the ire of the careless designer and the sincere ad-

canvas, painted by famous German artists, the entire battle was portrayed; its stretches of country, the railroad, the infinitesimal details of the great conflict, and, what was supposed to be a facsimile of the event—men and horses. An old veteran of the battle was led into the cyclorama one day and those who were eager to hear his favorable comment, on seeing the canvas, asked him for a frank opinion. He stood on the platform in the center of the circle of painted panorama, bewildered.

"Just like this," was his comment. "Thar's so much ter see I caint see nothin'."

Advertisers, and especially the Helvetia Milk Condensing Company, might profit by the words of the Civil War veteran. Too much in an advertising design is worse than not enough. Take their present ad, for example. Two cans are shown, not at all effectively because of the confusing influence of the strip at the top. It purports to be a pasture scene, with cows grazing. Because of its inefficient treat-

ment, it becomes a jumble in reproduction. There is always a happy combination that can be made, where two or three individual objects are to be shown—line and wash. Had the cans been absolute reproductions in half-tone with a light vignette of the pasture scene, the result would probably have been far more distinct.

FRIENDSHIP in business is a good thing, but when it leads solicitors and salesmen to expect favors at the expense of good judgment, or friendship's debts to be paid with employer's money, there is an uncomfortable twisting of motives. What Governor Hughes thinks of friendship in politics applies: "The friend," he said, "who comes to me and asks me to use my office to grant him favors falls far below the standard for friendship that I set up. We have to learn in politics that friends should not ask and friends should not give that which the people, if the facts were known, would not readily have them bestow."—*Selling Magazine*.

TRUE!

It is not wise to make an office of your home, nor a home of your office.
—*Agricultural Advertising*.

The paper that goes home is
the choice of
the prudent advertiser.

THE SAGINAW COURIER-HERALD

reaches practically every person in its city every day. No efforts are made to force street sales or issue special editions. We have built up a first-class paid daily average of close to **15,000** copies net. Practically every copy printed can be traced to a Saginaw home well worth entering. Besides, we reach more of the thrifty farming families along 250 Rural Routes in Eastern Michigan than any other paper published.

THE COURIER-HERALD is the *only* morning and *only* Sunday newspaper in Saginaw.

1906 average was 14,397 copies net sold, an increase of 2,000 daily over previous year. A. A. A. and American Newspaper Directory know it well.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising
CHICAGO - TRIBUNE BLDG. - NEW YORK

HOUSE CLEANING.

This is the time of the year to clean up all odds and ends of stock and order a new supply for the Winter season. If you have not used my inks, send for my sample book and price list, and at your leisure compare it with what you have been paying to your credit ink man. My prices and terms are alike to all, and if I don't get the money, I don't ship the goods.

My competitors will give you all the way from ten to sixty per cent discount on their prices, according to your shrewdness in buying, and then allow you from thirty to ninety days to pay the bill. These are very alluring terms, but if you will compare figures, you will note the enormous rate of interest you are paying for the privilege. Why not pay cash for your inks, and at the end of a year you will have a clean slate and very little waste stock on hand. Money back to dissatisfied customers. Address

PRINTERS INK JONSON

17 Spruce St., - - - - - New York.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (20 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

CIRCULATION SOLICITOR wanted. Suitable salary to experienced high-grade man. Daily. BOX 121, Detroit, Mich.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

YOUNG MAN, 21, High School and Powell graduate, desires position with agency or in advertising department of publishing house. Very energetic. Address "EDWARDS," care of Printers' Ink, New York.

WANTED—A business manager, with capital, to join hands in publication of farm books, newspaper and literary magazine. Address "GOOD PROSPECT," care Printers' Ink, 10 Spruce St., New York City, N. Y.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and Mail-Order dealer. Best "Ad School" in existence. Trial subscription, 10c. Sample copy free. ADVERTISERS' MAGAZINE, 315 Grand, Kansas City, Mo.

EDITOR

Fully equipped and experienced, editorial manager and writer, desires position in charge of important newspaper. "HAMILTON," Printers' Ink.

WANTED—Advertising, Newspaper and Magazine Managers. Reporters. Superintendents, Specialists and Office Men. We cover the entire advertising and publishing field. Write to-day. HAPGOODS, 305 Broadway, New York or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN—Ad-Writer, Pa., \$20-25; Solicitors, Mich., \$25-30; Ohio, \$20-25; Ct., \$25; N. J., \$20; N. Y., \$30-35. Business Manager, Mich., \$30; Ct., \$25-30; Pa., \$30. Act quickly. Booklet No. 7 is free. PUBLISHERS NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—Position with agency to handle and solicit trade paper accounts. Have had long experience soliciting trade and class advertising, and am thoroughly conversant with the trade press situation. Good writer of trade, technical and general magazine copy. Address "C.," care Printers' Ink.

A FIRM of English publishers controlling a series of important trade papers is anxious to make arrangements with a live Agent in America to represent them. An application would be entertained from a successful advertising solicitor prepared to take up this agency exclusively. Write to "PUBLISHER," care Elliott, Young & Co., 10 Mumford Court, Milk Street, London, E. C., England.

YOUNG MEN AND WOMEN of ability who seek positions as ad-writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$3,000, and any number earn \$1,500. The best clothing ad-writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 471 Metropolitan Annex, New York.

High Class Advertising Man Wanted

We wish to engage an advertisement writer and catalogue man of exceptional ability.

We conduct a mail-order business exclusively, retailing women's and children's wearing apparel.

It is absolutely essential that applicants should be able to write business-bringing copy, arrange attractive typographical announcements and be experienced in the preparation of catalogues. Special consideration will be given to applications from men who have had experience in getting up department store catalogues.

An exceptional salary will be paid to the exceptional man. The position is a permanent one with prospects that will appeal to men of ambition.

Communications will be treated confidentially. Please state age, experience in detail and salary desired.

Address T. F. Merseles, General Manager, National Cloak & Suit Co., 207 to 217 West 24th Street, New York.

Position Wanted.

For seven years I have sold space for leading trade and class magazines, also writing copy and designing ads and other business literature. I want a position in the copy department of an agency or as manager of the advertising department for an individual advertiser. Have practical knowledge of modern methods of merchandising; have had broad experience in ad writing, and have ability as an artist that will double my value, particularly to a small agency. Reasonable salary to start.

Address "H. G.," Printers' Ink.

Are you interested in the **House Organ** proposition? Do you contemplate issuing one for **your** business?

Do you want the most successful house organ ever issued for **your** business—whether it is large or small?

By writing Box "G.," care of Printers' Ink, you will learn something to your advertising and financial interest.

COIN CARDS.

\$3 PER 1,000. Less for more, any printing. THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING NOVELTIES.

USE advertising novelties. Buy direct; 3 samples, 10c. J. C. KENYON, Mfr., Owego, N.Y.

EVERY conceivable kind, from all manufacturers. E. W. FRENCH CO., 1 Beekman St., opposite Postoffice, New York.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. CO., 514 Main St., Cincinnati, O.

PRESSES.

PRINTERS, ATTENTION!—We have a number of Cylinder Presses, different sizes and makes, at exceptional prices. Presses rebuilt and guaranteed by us. RATHBUN & BIRD CO., Printers' Machinists, 33 to 43 Gold St., N. Y. City.

BILLPOSTING AND DISTRIBUTING.

8,000 PASSENGERS DAILY

from Danville-Illinois Interurban Station. Electric lines run through rich farming country and into the mining districts; rich farmers, well-paid laborers, the kind of people you want to reach. Advertising space, 3 1/2 inches, \$1 per month. R. C. PARKS, Danville, Illinois.

VARNNEY & GREEN control the posting in more than thirty California towns and cities, including San Francisco, Oakland, Alameda, Berkeley, San Jose and others in the north; Los Angeles, Santa Barbara, Riverside, Redlands, San Bernardino and others in Southern California. San Francisco office, Stevenson near 14th St., Los Angeles office, 239 San Pedro St.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. KOWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

INK ERASER.

CHEMICAL INK ERASER! Writing disappears as if by magic. No traces left. 20 cents. P. A. MILLEK, Freeholdville, Ind.

GENERAL PRINTING.

GENERAL PRINTING, CATALOGUE AND BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, 4-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 419 Lafayette St., New York.

POSTAGE STAMPS.

I BUY at 3 off, unused U. S.; c. o. d. R. E. ORSER, 2404 Milwaukee Ave., Chicago, Ill.

PRINTERS' BLOTTERS.

COLOR CUTS for Printers' Blotters, 23. Samples free. FRANK ARMSTRONG, Des Moines, Ia.

FOR SALE.

FOR SALE—Mail Order Vehicle and Harness business. Well established. Sales for 1907 over \$110,000. Can be purchased outright at extremely low price. Address JOHN H. COSTELLO, Attorney, Cincinnati, Ohio.

PERSONAL TYPEWRITTEN LETTERS.

HIGHEST GRADE work yet produced. Genuine typewritten effect. Detection impossible. Perfect matching when filling in addresses. Prices extremely low. Specimens and prices free. GAMRATH BROS., Dept. 3, Detroit, Mich.

BOOKLETS.

BOOKLETS 1 M. \$10/ 4 M. \$23
2 " 14 " 5 " 26
3 " 18 " 10 " 40
8 pages, 5 1/2 x 3 1/2. Good paper. Sample free. THOMAS H. STUART, 45 Rose St., N. Y.

SUPPLIES.

W. D. WILSON PRINTING-INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

OFFICE PASTE prepared as needed. Bernard's Paste Powder mixed at will with cold water; cleaner, better and cheaper than mucilage. Two-lb. carton will supply average office 12 months. Mailed to any address for 60 cents; stamps. BERNARD'S PASTE DEPARTMENT, Rector Building, Chicago.



Dennison's

TAGS AND BUSINESS HELPS

will put you in touch with more business.
Information and catalogue sent on request.

Dennison Manufacturing Company

Boston New York Philadelphia Chicago St. Louis

PATENTS.

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (3c) greatest book of its kind. Published annually. Each issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

CURRENT TOPICS LIBRARY.

"A ROYAL ROAD TO KNOWLEDGE."—Millions of up-to-date pictures and clippings. Every topic, from all sources, classified for instant reference. Call, phone or write, THE SEARCH-LIGHT INFORMATION LIBRARY, 341 Fifth Ave. (opposite the Waldorf). Tel. 1544 Mad.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 500 7th Ave., New York.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 70c.; 3x4, \$1; 4x5, \$1.60.

Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid, 70c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$14.50. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

PAPER

BASSETT & SUTPHIN,
62 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

ADVERTISING MEDIA.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The RECORD, only daily, reaches 7,000 of them. Minimum rate, 4c. inch, net, plates; typesetting, 50c. inch.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York.
935 Chestnut Street, Philadelphia.

GARFIELD ADVERTISING COMPANY, 1209 Broadway, New York, General Advertising Agents. Mail order and classified advertising a specialty.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

A Summer Breeze in Canada for \$1,367.50 We can give you a good showing in 14 leading Canadian publications in Canada's 10 leading cities for \$1,367.50 (2,500 lines in each paper). We will prepare Canadian copy without extra charge and advise as to best trade channels if required. Write to-day for list.

The Desbarats Advertising Agency, Ltd.
Suite 50, 42 Victoria Square, Montreal, Canada.

MAILING LISTS.

MEXICO—Original lists (never copied) covering entire republic, by States; about 25,000 names, oldest July—'37. \$10 per 1,000.
EL COSMOPOLITA, Box 1182, Mexico City.

PRINTING.

JOB PRINTING at reasonable prices. PHELPS, Printer, 95 Westminster St., Providence, R. I.

OUR choice of printing consumers keep us continually busy. On receipt of your data, we can easily demonstrate whether or not your choice and ours is identical. Perhaps it may lead to mutually profitable business! Who knows? Why not write now THE BOULTON PRESS, Drawer 94, Cuba, N. Y.

COIN MAILER.

\$2.00 PER 1,000. For 6 coins \$3. Any printing.
ACME COIN CARRIER CO., Burlington, Ia.

TYPEWRITTEN LETTERS.

IMITATION
TYPEWRITTEN LETTERS

I operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewriter type, furnishing

TYPEWRITER RIBBONS
EXACTLY MATCHING.

Send for samples and prices. You will wonder how it's possible for me to produce such perfect work at so low a price.

To those operating their own Multigraph departments I am prepared to furnish supplies at the following prices

Multigraph Ribbons, 8 inches wide, black, blue, purple, green or red, per dozen.....	\$15
Typewriter Ribbons, exactly matching, per dozen.....	\$4

Special prices to large users.

M. M. ROTHCHILD
Circular Letter Specialist
96 Fifth Ave., Chicago, Ill.

DISTRIBUTION.

Mr. Advertiser,
Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

PUBLISHING BUSINESS OPPORTUNITIES.

\$10,000 SPOT CASH Will buy a good trade monthly. Has high standing. Good net profit on \$12,000 business. This is an opportunity for an ad man. The field is good and not fully developed. Investigate promptly.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

MOTORS.

SOMETHING NEW.
Variable Speed Alternating
Current Motors.

300 to 2,000 impressions per hour; reversible at any speed. Sizes, ½ to 5 horse-power.

Write GUARANTEE ELECTRIC CO.,
Adams Street, Chicago.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE GLOVERSVILLE "DAILY LEADER,"
Collins & Combes Publishing Company,
GLOVERSVILLE, N. Y.

Editor Ready Made Department:

DEAR SIR—Enclosed ads are some that I have prepared for local merchants who advertise in the *Leader*. If you deem them sufficiently interesting for criticism I would be much pleased to receive your suggestion. Your department in PRINTERS' INK is surely a great help to those who prepare advertising copy.

Yours truly,

Edw. H. MILLS,
Adv. Mgr. the *Leader*.

It's a pretty good bunch, I should say, though some of them are a little too general. This one, for instance:

SMOKERS—ARE YOU FASTIDIOUS?

Might as well be so when you come here. A superior gathering of pipes, cigars and cigarettes makes us confident that we can suit your taste. Test us!

W. B. ALLEN,
18 North Main Street.

But they're all strong in typography, and most of them are excellent in text. Here's one that's good, but a trifle weak in the head; that is, the headline doesn't tell the story as well as it might. "A Square Bread Deal" might refer to the shape of the loaf, or it might suggest only full-weight or something much less definite than the offer which follows it. There is nothing new about the "money back" proposition—it has almost come to be taken for granted in most retail lines; still it has a certain novelty as applied to bread, and I believe that "Money-Back Bread" would have made a stronger, more descriptive head for this ad:

A SQUARE BREAD DEAL.

We are so sure that you'll like Peters' Bread that we will refund the price paid for any loaf that you can find fault with.

PETERS,
The Leading Baker,
15 Washington Street.

The next one is good, too, in an entirely different way. The exclamation has such a natural sound that, after forgetting where it was seen, it is likely to be remembered as something that one has heard at somebody's table:

GREAT SCOTT! THAT'S GOOD,
is an exclamation that is often heard when the man of the house tastes the bread that comes from the Yellow Wagons—

PETERS' BREAD.

These watch ads are good of their kind, but they lack the potency of the printed price:

WHAT'S THE TIME?

Get a watch so you'll know when you want to. Let me show you my assortment of plain and engraved cases. Guaranteed works in every watch. All prices.

L. DORN,
Jeweler and Optician,
56 West Fulton St.

MISS YOUR CAR?

It's a shame that you don't own a watch, isn't it?

I am selling a 23 jeweled Railroad Man's Watch that will pass on any railroad in the United States. Come and see it.

L. DORN,
Jeweler and Optician,
56 West Fulton St.

And the Dillon ads, which were most attractively typed, lacked the same thing:

FOR THE OCTOBER BRIDE.

Announcements will soon be forthcoming, and at that time the question of a gift will become important. This store endeavors to place before you a showing of articles that will suggest to you a suitable gift.

DILLON'S,
28 North Main.

SILVERWARE PREFERRED.

Many brides prefer Sterling Silver to Cut Glass. It is more useful to the ordinary person. This store's display of Silverware, at a glance, shows quality. It embraces nearly everything in Plated and Sterling Silverware.

DILLON'S,
28 North Main.

Burton's ads were beautifully balanced and have a decided advantage of those preceding because they deal more specifically with their subjects; but it was hardly worth while to repeat the name and address at the head of each in so small a space, even for the nice balance which they helped to produce:

BURTON'S,
64-66 North Main.
Pansy Chop
is the choicest of Japan Tea. A consignment has just reached us.
50c. per lb.

Picked when the leaves are tender and young. Selected and prepared for this store.

Picked In May.
BURTON'S,
64-66 North Main.

BURTON'S,
64-66 North Main.
\$1,000
Guarantee For Purity.
That's what the Los Angeles Olive Growers' Association offer to back their purity claim for
Sylmar
Olive Oil.

We are confident that no Olive Oil can equal this brand. Our prices are:
25c. 1/2 pint
50c. 1 pint
\$1.00 1 quart
\$2.00 1/2 gallon
\$3.50 1 gallon

BURTON'S,
64-66 North Main.

Here are the strongest heads in the lot—particularly the second one, which not only suggests action, but the time for it:

ARE YOU TIED TO WASH DAY?

Do you, like hundreds of women, labor over a wash tub for hours every week? Did you ever think what a relief it would be not to have to do it?

We can do your washing right, call for and deliver it, at

5c. a Pound
Rough Dry. All Flat
Pieces Ironed.

ASH & PHILLIPS,
City Steam Laundry,
26 West Fulton Street,
Telephone 2050.

Here, again, prices are lacking, and while the omission may have been excusable in the second one,

because of its general character, there would seem to be no good reason for leaving out the price of the fried cakes:

DO THIS ON MONDAY.

Instead of hauling out the Wash Tub, wrap your family wash in a bundle or basket. When that's done, telephone us. We will come and take the whole labor of wash day from you. Save you hard labor and do your washing satisfactorily at

5c. a Pound
Rough Dry. All Flat
Pieces Ironed.

ASH & PHILLIPS,
City Steam Laundry,
26 West Fulton Street,
Telephone 2050.

**GOOD OLD-FASHIONED FRIED
CAKES.**

The very kind that you will enjoy because they couldn't be made better in your home.

Proof is in the eating. We have them fresh for you each morning. Sugared or not.

THE WELLS & CO. BAKERY,
49 North Main Street,
Telephone 2330.

**OUR BAKED GOODS ARE
"HOMELY."**

Not so much in looks, but this way: they embody all of the characteristics of baking that would come from the oven in your home. That "homelike-ness" is recognized in everything from this bake shop. Try a cake or pie and see!

THE WELLS & CO. BAKERY,
49 North Main Street,
Telephone 2330.

Calculated to Inspire Immediate Action. From the New York Times.

AD. 1907 OCT. 1907
And 12345
4%

INTEREST from Oct. 1st will be paid on deposits made on or before Oct. 5th. \$1 will open an account.
VAN NORDEN TRUST COMPANY,
5th Av. & 68th St. Special Deposit Dept.
Grand & Orchard Sts. Interest Dept.
NINETEENTH WARD BANK,
3d Av. & 87th St. Interest Dept.
2d Av. & 72d St. " " " " " "
3d Av. & 68th St. " " " " " "

LOST COLUMN BRINGS HIM JOY
Philadelphia Times 12. 11. 1906

MISSOULA MERCANTILE COMPANY,
MISSOULA, Montana.

Editor Ready Made Department:

DEAR SIR—Enclosed herewith find proof of our advertisement of current date.

We send this to you more particularly to note our adoption of the "Swastika" in our store advertising. At the head of the ad you will notice an explanation of this symbol, also its bearing as applied to use in our advertising. Looking through the body of the ad you will note the "Swastika" calling attention to special offerings.

We believe we deserve credit as being the first to adopt this popular symbol in an advertising way, and as to its merits we will say that, on this, the first day of its use, we have heard many comments and favorable expressions from our customers.

I will be on the lookout to see what you have to say about this subject in your department of PRINTERS' INK.

Yours truly,

MISSOULA MERCANTILE CO.

(Signed) Edward H. Bass, Adv'g Mgr.

As to who was the first to use the "Swastika" emblem in advertising, I do not know; but, in any event, that is of small consequence so long as you were the first to use it in your neighborhood. Probably it could not be registered as a trademark, but it can be made to serve that purpose in your case, providing that you make enough noise about it and have no competitor who will stoop to imitation. However that may be, I believe it was good advertising to use it as you did in your full-page ad—as a border, and as an eye-catcher all through the page. I doubt, though, whether you did the thing big enough and hard enough to make the desired impression, and it would seem that to print it very large—perhaps four or five inches square—at the top and center of the page, followed by the explanation, would have served your purpose much better. It was a good idea to explain the meaning of the symbol, for despite its great popularity in the forms of rings, pins, etc., there are still a great many, probably some who wear it, who do not know that the "Swastika" is an emblem of good fortune. Just to show other advertisers how cleverly you have associated the "Swastika" with your store,

and the special significance you have given it as applied to certain articles advertised, I reprint here the explanation which appeared at the head of the ad:

"Swastika," word derived from the Sanscrit, meaning good fortune, well being, welfare. It is the oldest known symbol in the world and is found in prehistoric graves and ruins in all quarters of the globe. It is carved upon the rocks in India, where it probably originated, while in Arizona it is found painted upon the walls of the canyons. Among many tribes of Indians it is a sacred symbol. In the civilized world it is now the reigning fad, being universally considered a charm or "lucky piece." Its appearance in connection with this store's advertising makes it a symbol of quality, honest value and perfect satisfaction, which, in turn, mean so much to the customer's welfare. By its special use in connection with anything mentioned in our advertisements it may be regarded as a sign of good fortune—something "special" or a rare bargain offer. Let the Swastika be your guiding sign to economical, successful, satisfactory shopping.

*Subtle Flattery and Sober Sense.
From the New York Times.*

Furniture Insight

is not essentially an attribute of wealth. Simple folks often have the real sense of artistic values. For instance, the home of affluence isn't always the most beautiful. A less pretentious reception hall may be ever so much more pleasing. Surely more inviting. The sort of furniture that adds the right touch of harmony is the sort we sell. Fireside Chairs of Early English pattern. Dutch Hall Clocks, Dainty Dining-room pieces; Royal China Buffets, with cabinet tops and round tables to match. Catchy conceits all, but not at a prohibitive price. Your better judgment tells you how to practice economy. This sort of furniture is lastingly satisfactory. And that's what counts.

Dutch Hall Clocks, \$18.
Twin Brass Beds, \$25.
Tuna Mahogany Chiffoniers, \$30.
All-Leather Rockers, \$18.
Oak Book Cases, \$12.

LITTLE'S,

Grand Rapids Furniture—
From Factory to You.
6th Ave., Cor. 15th St.,
New York.

"THE REPUBLICAN,"

Established in 1824 by Samuel Bowles.
Daily—Sunday—Weekly.

SPRINGFIELD, Mass.

Editor Ready Made Department:

DEAR SIR—I enclose herewith a clipping of an advertisement of the Albert Steiger Company of this city, which appeared in the Sunday *Republican* of September 22, for the reason that I consider their announcement of the abolishing of alteration charges an especially clever piece of work, and think it may interest you.

Yours truly,

(Signed) E. M. WILKINS,
Manager of Advertising.

Without going into the merits of the question as to charges for alterations, it strikes me that this ad shows the right spirit and is bound to make friends for the store. But it also impresses me that many will read into the last lines something that is not really there, but something which, considering the frank nature of the ad, one might well suspect is only half concealed by the words, "We simply sell you garments at a price, fitted to your satisfaction without extra charge." Does "at a price" imply that the price will be sufficiently higher on each garment to cover the cost of alterations on those which happen to require changes, and that, hereafter, those buyers who are fitted without alterations will help to pay for the fitting of those for whom garments must be practically made over? Would not this ad have been a better one without those lines, or should not their meaning have been more clearly expressed?

ALBERT STEIGER COMPANY,

"The Woman's Store."

AUTUMNAL OPENING,

Wednesday Afternoon and Evening

September the Twenty-fifth.

From 2 to 6 and 8 to 9.30 o'clock.

Orchestral Music.

A most Cordial Invitation is extended the Public generally to visit the store and inspect an authoritative exhibit of the fashions in Millinery, Suits and Costumes, Fabrics and Accessories for Women's Wear.

AN IMPORTANT ANNOUNCEMENT.

Alteration Charges Abolished.

At the opening of this business after mature reflection and careful investigation where charges for alterations were kept separate from the price of

garments, we adopted the practice for this store. We believed it to be the fair, square way of making an alteration charge—fair alike to the customer and ourselves. In the year that's elapsed we've seen no reason to change our opinion as to the fairness and justice of the method—we're still firm believers in the practice—but as to its expediency here and at this time—that's another matter.

We're convinced the Public at large do not favor a separate alteration charge—it takes them too far from the beaten path of custom, and they don't fancy the innovation.

NOW WE'RE FIRST OF ALL PUBLIC SERVANTS.

In all that we consistently can we want to do business as you'd have us. So despite our beliefs

We Cheerfully Bow to the Will of the Public and Abolish All Alteration Charges for this Business.

We abandon argument, we simply sell you garments at a price, fitted to your satisfaction, without extra charge.

*Good Talk On a Special Subject.
From the Montgomery (Ala.) Advertiser.*

Rubber Sponges.

A Rubber Sponge has many points of superiority over the natural article. Rubber Sponges are more convenient in size and shape; more elastic and pleasant to the skin; quite as absorbant and much more durable. A Rubber Sponge is more cleansing than a natural sponge; gives a gentle, healthful glow to the skin. We have them in all sizes.

Priced from 50c. up.

EXCHANGE DRUG CO.,
Montgomery, Ala.

Epigrammatical. From the Indianapolis (Ind.) News.

Excel

in the little things in life and you master a few of the Great. What is more important than saving a certain sum of money each and every week? To be poor is a self-made shame too often. Three per cent semi-annually at the

MARION TRUST CO.,
Cor. Circle and E. Market,
Indianapolis, Ind.

ALLEGED HUMOR.

LOOKING FOR NEWS.—A public school magazine contains this courteous announcement: "The editor will be very pleased to hear of the deaths of any of the old boys." No doubt the old boys will oblige the editor from time to time.—*New York Times*.

BLISSFUL IGNORANCE.—A kind old gentleman, seeing a small boy who was carrying a load of newspapers, said, "Don't all those papers make you tired, my boy?"
"Now, I don't read 'em," replied the lad.—*Canadian Courier*.

HELP WANTED.—MALE.—Weary Willie (reading ad)—"Man wanted to chop wood, bring up coal, tend furnace, take care of garden, mind chickens, and children—"

Prayed Fagin (groaning)—Gee! dem matrimonial advertisements make me tired.—*Judge*.

CLASSIFIED.—"Yes, he reads the most imaginative poetry—indulges in the wildest statements—loves the brightest colors, and absolutely doesn't know the value of money."

"I see; he's an advertising man for a dry-goods store."—*Puck*.

A MODEL TENANT.—Applicant—I see you advertised for a janitor, sir. I am a married man—no children; neat, honest, patient and tactful! Agent—I regret to say that you would hardly do as a janitor, my friend, but wait. Couldn't I get you as a tenant?—*Judge*.

A PARADOX.—"Will you please insert this obituary notice?" writes a correspondent to the editor of a leading daily paper. "I make bold to ask it, because I know the deceased had many friends who'd be glad to hear of his death."—*London Tit-Bits*.

THE EDITOR'S ORDER.—"That compositor is awful mad with the literary editor."

"Why?"
"Because the literary editor threw his poetry out of the window and then told him to follow copy."—*Baltimore American*.

THE BIG CATALOGUE.—"I suppose you go to the city at least once a year," said the summer boarder.

"I used tew," replied the old farmer, "but I ain't been thar fer nigh onto three years neow. Since we got rural free delivery I kin git bunkoed jist as well by mail, b'gosh!"—*Chicago News*.

REALLY!—Late Arrival—Who is that man over there, Mrs. Upmore, that everybody appears to be so eager to meet?

Hostess—Is it possible you don't know? That is Mr. Percollum, the man who wrote a short story for a magazine without putting an automobile in it.—*Chicago Tribune*.

THE SMITH FAMILY.—An old lady, traveling for the first time in a large city, saw a glaring sign on the front of a high building, which read, "The Smith Manufacturing Co."

As she repeated it aloud slowly she remarked to her nephew, "Laws 'a' mercy! Well, I've heard tell of Smiths all my life, but I never knew before where they made 'em!"—*London Tit-Bits*.

NEVER GOT OVER IT.—Ezra Winrow—"I never see the like uv that storekeeper in Canniff's Mills. He aint ever got what yew call fer, but always offers 'something jest as good.'"

Silas Stubble—"Runs in his nature, Ezry. Why, even when his country called fer him durin' the rebellion he sent a substitute, b'gosh!"—*Puck*.

CIRCULATION LACKING.—The doctor bent over the dying man and took his hand.

"I'm afraid the end is approaching," he said. "Your circulation is at a low ebb."

With a herculean effort, the man sat up in bed. "You're a liar!" he shouted. "It went up to 80,000 last week, and I can show you the books to prove it!"

And the Great Editor fell dead.—*Cleveland Leader*.

UTILIZING HIS KNOWLEDGE.
—The *Bookman* tells a story about an office-boy whose share of the day's work is confined largely to sorting exchanges. There was sudden need of information of a medical nature, and the boy was sent for and asked if any medical periodical came in. At first he shook his head. Then after a moment's thought a light broke over his face. "Yes," he said, "there was one medical publication. It was called the *Literary Digest*."

A LIVING ADVERTISEMENT.—"This," said the shopman, "is a most wonderful hair renewer. It is our own preparation."

"Well, give me a bottle," said the baldheaded man. "But, I say, come to think of it, why don't you use it? You're pretty bald yourself."

"I can't use it. You see, I'm the 'Before Using' example. The 'After Using' example is out at luncheon. You should see him."—*Tit-Bits*.

WELL POSTED.—"I represent the Anti-billboard league," announced the stranger. "We wish to beautify American landscape. Are there many people against billboards in this town?"

"Wal, I should say so," replied the postmaster of Bacon Ridge. "Go over in the public square and you'll find a hundred against them now. If it wasn't for the billboards the loafers wouldn't have any place to lean against when they are tired from doing nothing."—*Chicago News*.